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Foreign
Agricultural
Service

Circular Series

ATH 12 97
December - January 1998

Agricultural Trade Highlights

Special Feature: Holiday Bites & Bits

This seasonal version of the Bites and Bits column offers insights to market opportunities related to year end holiday festivals around the world.

BRAZIL... ATO SAO PAULO & AG BRAZIL

Not Just Nuts In Brazil...During the holidays, Brazilians traditionally consume large quantities of nuts including walnuts, hazelnuts, pecans and cashews, according to ATO Sao Paulo. Other products with holiday seasonal peaks are U.S raisins, turkey (banned from import from the United States by the Brazilian government), smoked ham, and pork. Accompanying the festivities is a sharply increased consumption of alcoholic beverages. Particularly popular at the Christmas season are dried fruits, such as prunes, figs, dates and raisins; fresh fruits, such as cherries, peaches, nectarines, plums, figs, pineapples and grapes; codfish and salmon; and bakery products, such as fruit cakes, *panettones*, and Italian cake. Some Brazilians celebrate New Year's Eve by eating lentils, which is believed to bring good luck.

No Coal, But a Basket of Cans...A Christmas basket of canned foods is a very common Brazilian gift.

INDONESIA ... ATO JAKARTA

Across the World, in Indonesia...the holidays differ, but gift hampers containing seasonally packaged goods are popular, particularly canned products which can

withstand a lot of handling. Popular items are canned fruit, vegetables, juices, sodas, syrups for drinks, meat, and fish. Other items are snacks and confectionaries.

Christmas Comes to Indonesia

for about nine percent of the population. Stores use Christmas to drive sales and decorate and promote festive foods, such as special fruits, sweets and pastries. Other Western festivities such as Valentine's Day also have trendy celebrations in Indonesia.

Indonesia Celebrates a Five Week Holiday Season...

shorter than usual this year, because Christmas, Ramadan, and Chinese New Year fall within five weeks of each other. Indonesia has combined three major cultural and religious holidays into one holiday season. For all three holidays food consumption rises. Popular gifts are cookies (especially Dutch cheese cookies), multilayered cakes with prune filling, or raisin cakes. Other popular gift items are fresh or dried fruit such as dates.

Ramadan to Lebaran, From Fasting to Feasting...

The most important holiday season in Indonesia is Ramadan, a one-month long Muslim fasting period in which food consumption goes up significantly. During Ramadan, there is fasting during daylight hours, and at night the fast is relieved by significantly greater consumption of flour, sugar, eggs,

poultry, meat, fresh and dried fruits, cakes, cookies, and pastries. At the end of Ramadan, Lebaran is celebrated. Special traditional foods, cakes, cookies, soft drinks, and chocolate are served to guests. Cheese sales also rise dramatically, since cheese is used in the preparation of traditional Lebaran pastries. Typically, Indonesians give Lebaran gifts of cakes, fruit, flowers, or home appliances to their parents, relatives, and business contacts.

Continued on next page...

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...Holiday Bites & Bits

Chinese New Year in Indonesia...

Although only about five percent of the population is Chinese, they have significantly higher buying power than the average Indonesian. Chinese New Year gifts typically include fresh and dried fruits and nuts. Business gifts consist of hampers of high quality packaged foods and beverages. Poultry, meat, fruit, cake, candy, and cookie consumption rises significantly at this time of the year.

CHINA... ATO SHANGHAI

Christmas Comes to Shanghai

...Yes, there is a Santa Claus, and angels in shop windows on Shanghai's main shopping streets. Christmas, like most Chinese holidays, is for indulging children. ATO Shanghai reports that Christmas stockings often are filled with M&M's, Dove ice cream bars, or a Washington apple.

Double Happiness Means New Year's Presents Too...

Not only does Santa come on Christmas, but Chinese New Year brings another round of presents and festivities. In 1998, Chinese New Year will occur on January 28. Gift food products from the United States include Washington apples, Haagen Dazs ice cream gift certificates, California pistachios, and Oregon hazelnuts. And Kentucky bourbon for the adults helps make it a Happy New Year.

JAPAN... ATO TOKYO & JETRO

Japanese Winter Gift Giving Price Tag--\$10.8 Billion...

for the traditional year-end *Seibo* and Christmas gifts. *Seibo* is the traditional year-end gift-giving season where gifts are given to those to whom one owes an obligation. Personal *Seibo* gifts, rooted in family relationships and obligations, are a \$7.7 billion market, while corporate *Seibo* gifts represent \$3.6 billion. Westernization of lifestyles in Japan has led to the incorporation of Christmas as a gift-

giving occasion. Christmas gifts are a \$3.56 billion market. In addition, traditional gifts are consumable and may have some aspect of seasonality. (JETRO - Japanese External Trade Organization).

Presents for All Occasions, But Age Makes a Difference...

Nearly the same percentage of Japanese give *Seibo* and Christmas gifts. Fifty-seven percent of Japanese give *Seibo* gifts every year while nearly fifty-five percent give Christmas gifts. However, a look at gift giving by age and gender characteristics reveals that *Seibo* gift giving is the most popular among Japanese men in their 40's and 50's and women in their 60's. Reflecting the greater Westernization of the younger population, Christmas giving is the most popular among Japanese men in their 30's and women in their 20's and 30's.

Japanese Gift-Giving Price Points...

Not only is gift giving itself a ritual, but rules apply to the correct price of *Seibo* gifts. There are three price points for gifts which must be adhered to. Price deviation, or pricing a gift item at an inappropriate price point, results in sales loss. The three price points at which gifts are traditionally purchased are: 3,500 Yen (\$28); 5,000 Yen (\$39) and 10,000 Yen (\$79).

Japanese Gift Distribution Channels...

for *Seibo* gifts expanded from the traditional department stores to mass merchandisers in 1994; and then to convenience stores in 1996.

Recent Changes in Japanese Gift Giving

include a shift from personal delivery of gifts to the widespread use of delivery services provided by department stores and mass merchandisers. Recently, convenience stores introduced free gift delivery and specially-priced gift sets.

GERMANY ... ATO HAMBURG

Germans Celebrate the Year-End with American Foods...

Advent, Christmas, and New Year combine to make a festive year-end winter holiday season in Germany. During this time of year, stores carry speciality foods, and Christmas kiosks appear in the streets. In addition, there is an increase in dining out and entertainment. Traditional holiday food favorites are stollens made with almonds and dried fruits, chocolate confections containing almonds, marzipan, nuts, wine, and other alcoholic beverages. Marzipan is an almond paste-like confectionary that is molded into decorative figures. Nearly all of the almonds consumed in Germany for bakery products and direct consumption are produced in the United States.

Popular Holiday Nuts...

Nuts, particularly almonds and in-shell walnuts, are an important part of year-end German holiday food consumption. Most of the walnuts and almonds consumed come from California. In 1996, \$26 million of walnuts and \$33 million of snack almonds were exported directly to Germany from the United States.

Holiday Cheer...

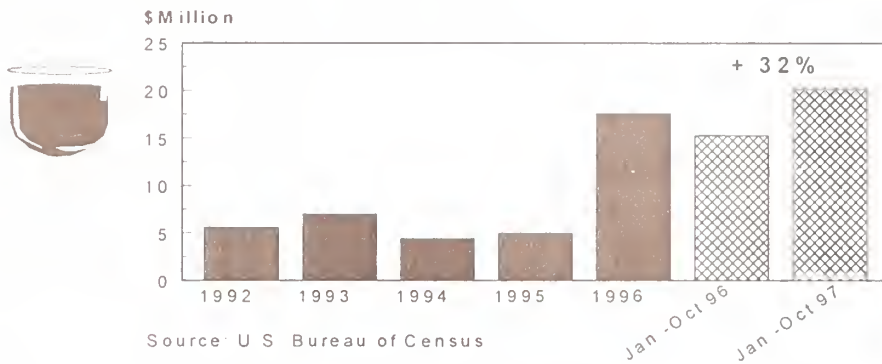
As one would expect, alcoholic beverage consumption rises in Germany during year-end festivities. This includes U.S. wine, bourbon, and even beer. All have gained in popularity over the last five years. Among the beneficiaries are U.S. wine, bourbon, and beer.

--Compiled by Robert Tse

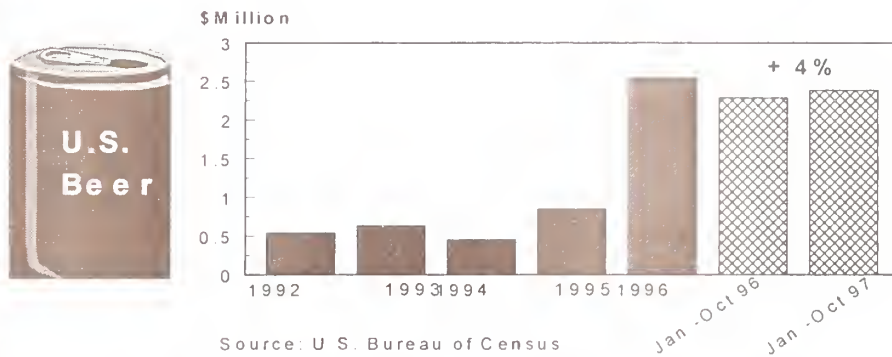
For more information e-mail:
Tse@fas.usda.gov

Note: "ATO" refers to Agricultural Trade Office; "g" refers to the agricultural Affairs Office of the U.S. embassy in the Listed city.

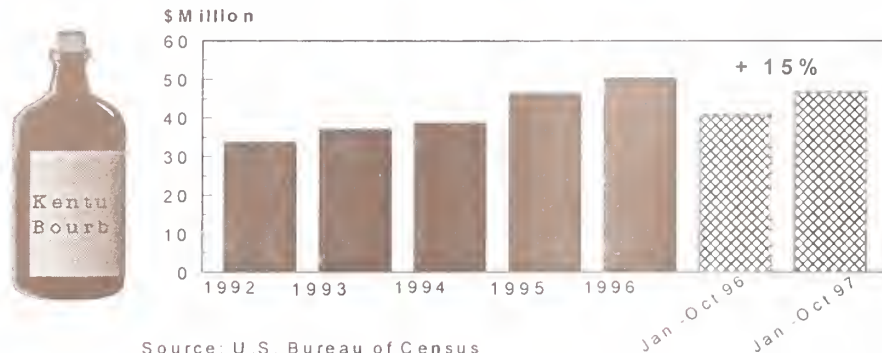
U.S. Wine Sales to Germany Rise



U.S. Beer Sales to Germany Rise



U.S. Bourbon Sales to Germany Rise



Bites & Bits

GLOBAL CONSUMER MARKET INFORMATION FOR THE U.S. FOOD AND AGRIBUSINESS COMMUNITY

FOOD LABELS IN UK TO IDENTIFY GENETICALLY MODIFIED INPUTS

...Ag London reports that UK food and drink manufacturers and retailers have announced that they will begin labeling products containing genetically modified soybeans and corn proteins from the United States in 1998 if an agreement is not imminent at the European Commission. The British Retail Consortium, the Food and Drink Federation, and the Institute of Grocery Distribution have offered their support to this initiative. Meanwhile, Iceland Foods, a company operating 750 retail frozen food centers throughout the UK, Northern Ireland, and the Republic of Ireland, has issued a press release stating that they will ban all genetically modified foods from their stores.

PRICE PRESSURES MAY IMPROVE DISTRIBUTION CHANNELS

...Korea's financial crisis has caused the local currency to depreciate 30 to 50 percent against the US dollar. ATO Seoul reports that the much anticipated "inflation bubble" is making its way to store shelves. Trade press has reported price increases of 60 percent for flour, 43 percent for sugar, and 24 percent for edible oil between November 1 and December 29. Consumers flooded stores to buy basic food items in anticipation of higher prices and future shortages of imported goods. ATO Seoul believes the higher cost of imports may force greater efficiencies in the 'fat' distribution system as layers are cut from the distribution chain, and margins, which some consider excessive, are lowered.

RUNNING SHORT IN KOREA

...Trade sources reported to ATO Seoul that, unless imports recommence, bulk commodity stocks will not last beyond mid-January and consumer ready stocks are expected to run out by mid-February. Shops and some major hotels are also reporting that food staples are in short supply.

FRAPPUCCINO TAIWAN STYLE...

Starbucks and Taiwan's food giant, President Enterprise, reached a joint-venture agreement to open coffee shops in Taiwan after year-long negotiations. President Coffee Corporation will open its first Starbucks store in Taiwan during the first quarter of 1998. The new venture marks Starbucks' fourth market in Asia. Others are located in Japan, Singapore, and the Philippines.

CONVENIENCE STORES MOVE IN ON TRADITIONAL FOOD OUTLETS

...Convenience stores are expanding throughout Europe and have begun to compete directly with supermarkets, according to recent trade press reports. Oil companies are rapidly adding food stores to their petrol stations in an attempt to attract new customers. The popularity of convenience stores has been fueled by consumers demanding convenience and efficiency in their food shopping. Limited store hours for supermarkets, most notably in Germany, also have attracted consumers to convenience stores. Some supermarkets have responded by installing petrol facilities on the premises of their food stores.

BAGELS ON THE RISE IN JAPAN

...ATOs in Tokyo and Osaka report that frozen bagels are selling well at the Great American Food store, located on Japan's fourth largest island, Shikoku. The bagels are a popular item, often selling out by the end of the day. The other surprise sellers are blueberry products, both dried and jam.

NEW U.S. PRODUCTS ROLLED OUT AT TAIWAN SHOW...

The recent 1997 American Food Festival sponsored by ATO Taipei was a resounding success. The show received 950 visitors representing the Taiwanese food industry and media. One-hundred U.S. companies exhibited at the show. New-to-market products this year included beers and micro-brews, red and white wines, microwave popcorn, cranberry juice, organic peas, giant cabbage, herbal teas, and a variety of snack foods and candy.

RETAIL FOOD SALES SOARING IN MEXICO...

Ag Mexico City reports that sales for member stores of the National Supermarkets & Department Stores Association are expected to rise about 12 percent in 1997 and between 5 and 6 percent in 1998. Sales were also up nearly 9 percent in October 1997 compared with October 1996 for Comercial Mexicana, one of the largest retailers operating 181 supermarkets and restaurants across Mexico. The economy as a whole has expanded significantly; economists and government officials expect the GDP to grow 6 percent in 1997 and 5 percent in 1998. U.S. consumer food exports

Bites & Bits

GLOBAL CONSUMER MARKET INFORMATION FOR THE U.S. FOOD AND AGRIBUSINESS COMMUNITY

are up 34 percent to \$1.26 billion for the first ten months of 1997 compared to the same period in 1996.

HYPERMARKETS CHANGE TRADITION IN ARGENTINA...

The corner grocery store continues to lose ground in the Southern Cone as consumers transition towards making more of their purchases at super- and hyper-markets. A recent market study reported that 55 percent of Argentines now shop at hypermarkets, a 15 percent increase from just three years ago. Large markets are also attracting people of more varied socio-economic status: 42 percent of the lowest income bracket and 45 percent of the middle bracket now frequent megamarkets. The average expenditure at these megamarkets is US \$29 per visit. The Argentine press reports that 'supermarketism' has been a fast-growing phenomenon in the region during the past few years. The most sought after good, however, is still meat.

U.S. RETAILER EXPANDS TO GERMANY...

Wal-Mart has entered the German retail market through the recent purchase of the retailer Wertkauf Group, according to ATO Hamburg. Wertkauf sells both food and non-food items and has a retailing concept similar to that of Wal-Mart. Wertkauf has 21 stores with a total yearly turnover of about US \$1.4 billion. The purchase was reportedly finalized by December 31, 1997 and represents Wal-Mart's first entrance into the European market. Wal-Mart also has stores in the United States and Puerto Rico, Mexico, Canada, Argentina, Brazil, China, and

Indonesia. Tengelmann and Metro, large German retailers, reportedly also had an interest in acquiring Wertkauf. Germany is the largest retail food market in Europe, with annual turnover of about \$125 billion.

BUSINESS IS STILL FREE IN HONG KONG...

The Heritage Foundation ranked Hong Kong as the freest economy in the world for the fourth year in a row. ATO Hong Kong reports that there continues to be little government interference in trade, taxes remain low, the port remains a free port, and the 'rule of law' continues to be applied transparently and uniformly. Recent retail shake-ups and the region's economic turmoil have caused a downturn in that sector, with sales growth in Hong Kong now projected at only 2 percent for 1997. However, U.S. companies remain confident in Hong Kong's future according to an American Chamber of Commerce survey. Of the 560 companies that responded, 96 percent were upbeat about Hong Kong's business environment and 53 percent have plans to expand in Hong Kong over the next three years.

NEW RESTAURANTS FEATURE U.S. CUISINES...

Hong Kong residents crave American foods and new outlets continue to emerge to serve them, ATO Hong Kong reports. U.S. restaurant Ruth's Chris Steakhouse opened its doors to the public in November featuring chilled, aged, prime U.S. beef, which will be flown in on a weekly basis. Ruth Fertel, Ruth's Chris founder and Chairman of the Board, was on hand along with the American Consul General and Ag

Trade Officer Brabant to officially open the 63rd Ruth's Chris Steakhouse on November 20, 1997. This will be the company's first restaurant in Hong Kong. Fusion chef Tom Powell also recently opened a New York-style restaurant, "Avenue," in the Holiday Inn Golden Mile. The Avenue menu features new American 'fusion' cuisine and a variety of U.S. food products.

NEW CHANNEL FOR WINES IN TAIWAN...

It seems that wines have become a most trendy item in Taiwan, and recently warehouse and convenience stores have become new retail outlets for wine distribution. According to ATO Taipei, 7-Eleven stores took the lead among other convenience store chains to sell wines on a trial basis in April. Reportedly, sales were so good that 7-Eleven has decided to put wines on the shelves in all 1,400 of its stores island-wide. The average prices of the wines sold in the stores are US \$7-\$25 a bottle. As a rule, Taiwanese consumers rely heavily on convenience stores for their day to day shopping of food items.

--Compiled by Carmi Lyon and Elizabeth Mello

This information is intended for U.S. companies looking at overseas markets and does not carry the endorsement of the USDA, nor does it represent the official views of USDA.

For more information on the reports mentioned in this column, e-mail: LyonC@fas.usda.gov or MelloE@fas.usda.gov.

Introducing the Facility Guarantee Program

The Commodity Credit Corporation (CCC) has published regulations for the Facility Guarantee Program (FGP), a new export credit program providing a novel approach to expanding U.S. agricultural exports in emerging markets. The FGP aims to heighten sales of U.S. agricultural commodities and products by developing or enhancing infrastructure in emerging markets which handle, store, process, or distribute U.S. agricultural exports.

The FGP will support agriculture-related projects of less than \$10 million that may be overlooked by other export credit agencies because they are small in scale. An example of an FGP project might be a cold storage warehouse which is able to promote the sale of a variety of U.S. agricultural exports. Such a facility may preserve the quality, extend the shelf life, and reduce spoilage of U.S. apples that are sold in grocery stores, or refrigerate U.S. frozen french fries to be sold in fast food chains. The warehouse may store an assortment of U.S. consumer foods that can establish new business relationships with supermarkets and distributors overseas. This example illustrates how the FGP can initiate long-term market development by addressing infrastructure trade barriers to U.S. perishable exports in the cold chain industry.

CCC has announced 12 countries in which the FGP is operational. The initial eligible countries are Jamaica, Trinidad and Tobago, Costa Rica, El Salvador, Guatemala, Panama, Mexico, Peru, Indonesia, Malaysia, Philippines, and Thailand. Requests for other countries will be considered and may be directed to Kerry Reynolds, Program and Development

Division, Export Credits, FAS at telephone (202) 720-4221 or fax (202) 690-0251.

Facility payment guarantees will be approved where there is evidence that a project proposal will primarily benefit U.S. agricultural exports. A facility payment guarantee requires payment to be made to the exporter in U.S. dollars on deferred payment terms under an irrevocable foreign bank letter of credit. CCC agrees to pay U.S. exporters or other financial institutions in the event a foreign bank fails to make payment pursuant to the terms of the letter of credit. Payment terms may range from 1 to 8 years with semiannual installments on principal and interest. An initial payment representing at least 15 percent of the value of the sales transaction must be provided by the importer to the exporter. Payment guarantees are intended to cover 95 percent of the principal (excluding the minimum 15 percent initial payment) and a portion of the interest.

Since the U.S. Congress has mandated the FGP, much interest has been expressed in the program. As CCC begins to receive inquiries and proposals, many innovative ideas for linking sales of capital goods and services to exports of US agricultural products are being revealed. The potential benefits are limitless, being made possible through development of agriculture-related infrastructure.

--Elizabeth Mello

For further information regarding the FGP, interested parties may contact the CCC Operation Division at FAS: William S. Hawkins at (202) 720-3241 or Mark A. Rasmussen at (202) 720-1537 or via fax at (202) 720-0938.

Further Examples of Prospective Facility Guarantee Projects:

- *Upgrading port-handling and storage facilities
- *Increasing capacity of a feed compounding plant
- *Providing animal health products and veterinary services to livestock companies

European Trade Show Recap

Polagra

Poznan, Poland set the scene for POLAGRA, Eastern Europe's largest agricultural and consumer food show, which took place October 2-7. The projected sales from the show were \$1.73 million, and seven U.S. firms plus the Florida Department of Agriculture participated. U.S. products represented were citrus fruit and juices, pears, rice, prunes, almonds and dried fruits, sunflower seed snacks, beef tripe, dehydrated potato products, beans, peppers, and chili.

Last year U.S. consumer-oriented product exports to Poland were the highest ever recorded. With a rapidly growing economy, population of 40 million, and rising personal income, Poland has become one of the largest and most dynamic markets in Central Europe. Poland's imports of agricultural and food products totaled \$4 billion in 1996, of which \$238 million came from the United States. Consumer-oriented foods account for about half of Polish imports from the United States. Poultry meat is a big item, but sales in snack foods, red meats, dairy products, tree nuts and many other consumer-oriented products are also increasing.

Hot Prospects at Polagra

- Food ingredients
- Snack foods
- Fruit juices and beverages
- Fresh and dried fruits
- Organic and healthy foods
- Ethnic foods, especially Tex/Mex
- Foods for HRI sector

Some 170,000 visitors attended, down from 250,000 due to one day of the show's admittance being trade-only. The show's intent for next year is to reserve two days for this purpose, which promises even better results for show participants of Polagra '98.

Popular Canadian products included frozen pizza, corn dogs, donuts (ingredients and toppings), maple syrup, and peanut butter. Italians made points giving ice cream samples and with their processing equipment. Spain, France, Belgium, Hungary, and the Czech Republic were also strongly represented. For more information regarding the Polagra show,

contact Maria Nemeth-Ek at the USDA trade show office: (202) 690-4374.

Anuga

An opening ceremony with German Chancellor Kohl kicked off the six-day trade show attended by an estimated 200,000 visitors. The 1997 version of the Anuga trade show spanned over three million square feet of total exhibition space at the fairgrounds in Cologne, Germany. Two hundred and fifteen U.S. companies showed off their products under the American Foods Pavilion, all displaying under the unifying theme of the show "When Quality Counts". The United States ranked seventh among the 103 countries with exhibits at Anuga, including Germany, Italy, France, the Netherlands, Spain, and Belgium,

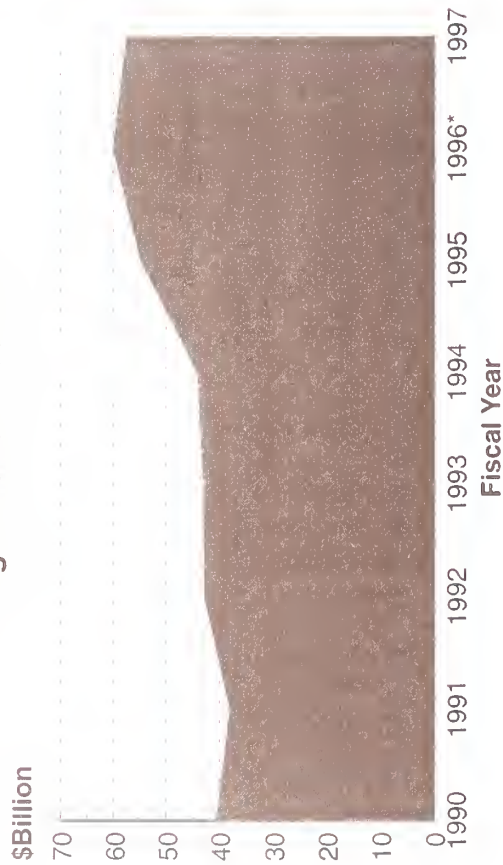
Among best-selling products at the show were pretzels, tortilla chips, sunflower seeds, and poultry bacon; wine-tastings sponsored by numerous countries were also a big hit. Frozen guacamole, peach wheat ale, and gummie bear watches were among popular specialty products, and Australians scored big with an ostrich meat exhibit.

Those exhibiting from the United States projected sales of \$64 million as a result of the German trade show, and welcomed the opportunity to test market 178 different products. The U.S. presence, which generated significant media coverage, was enhanced with the attendance of U.S. Ambassador to Germany John Kornblum and USDA Under Secretary Gus Schumacher, who, after an official ribbon cutting ceremony, met individually with U.S. exhibitors. Workshops were held by the Foreign Agricultural Service for U.S. participants of the show, in addition to one-on-one counseling to highlight and discuss overseas market opportunities and FAS services, placing special emphasis on Eastern European and Russian markets.

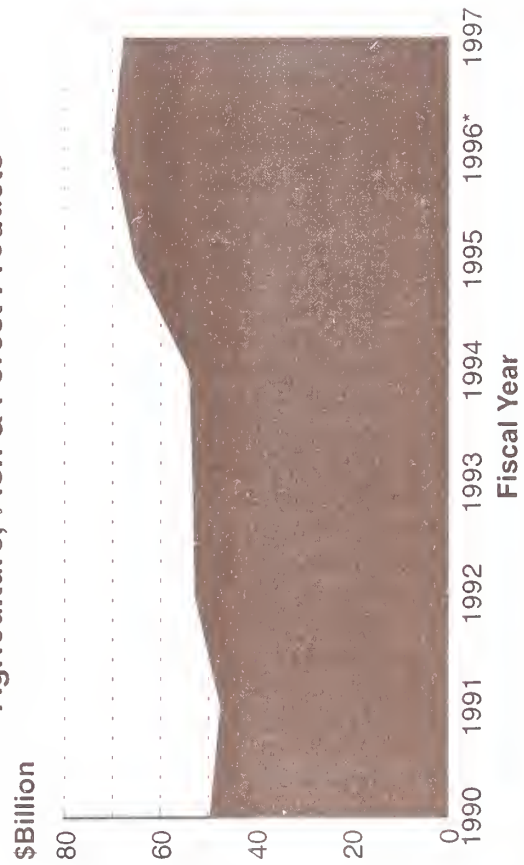
For further information about Anuga, please contact Teresina Leslie-Chin of the USDA trade show office at (202)720-9423 or by e-mail at leslie@fas.usda.gov.

FY 1997 BICO Agriculture Trade Summary

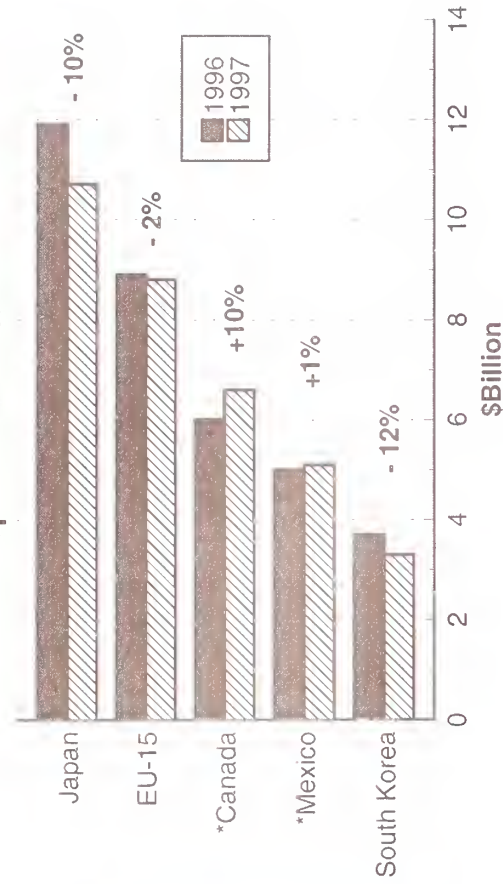
Agricultural Products



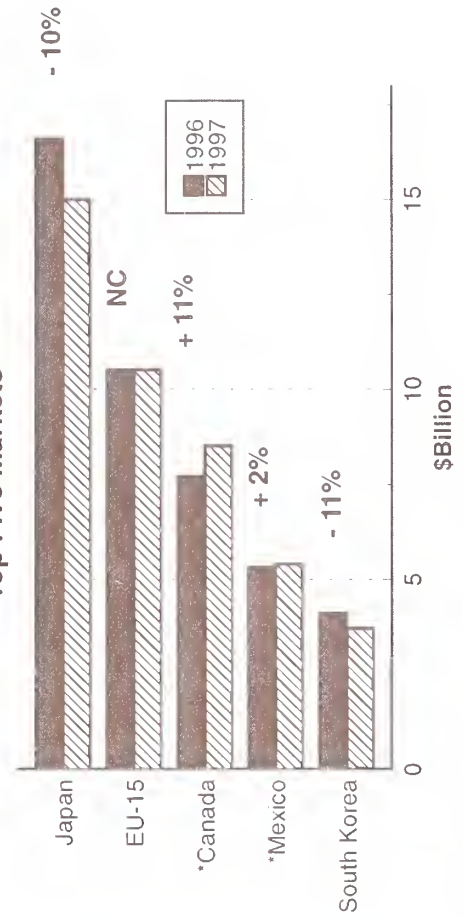
Agriculture, Fish & Forest Products



Top Five Markets



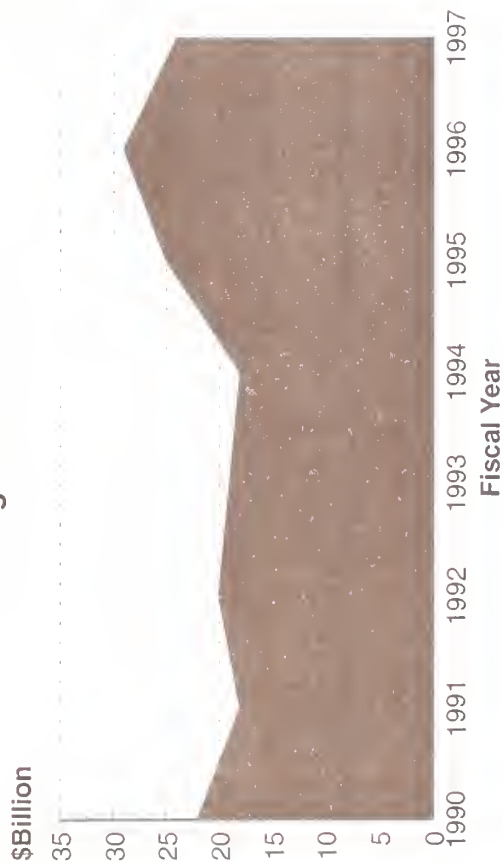
Top Five Markets



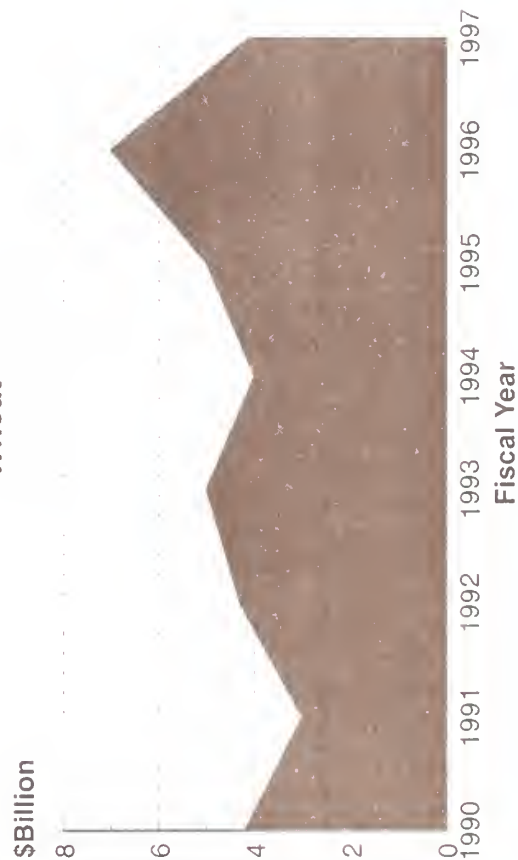
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.
 * Indicates highest export level since 1970.

FY 1997 BICO Agriculture Trade Summary

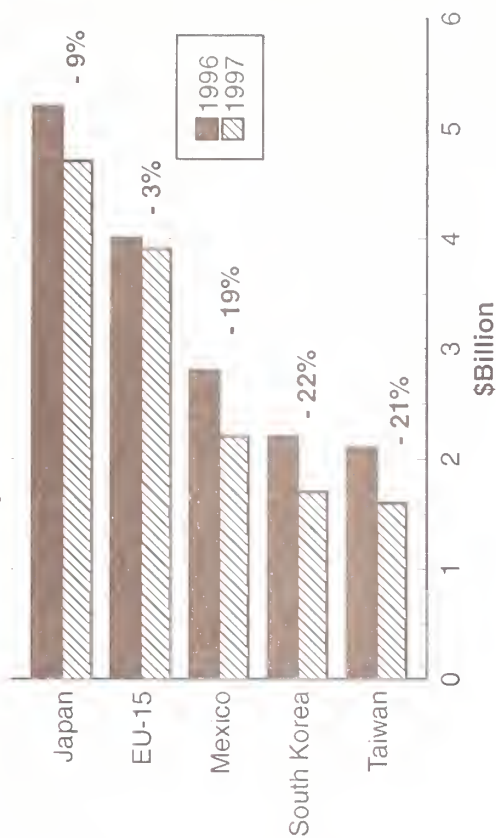
Bulk Agricultural Total



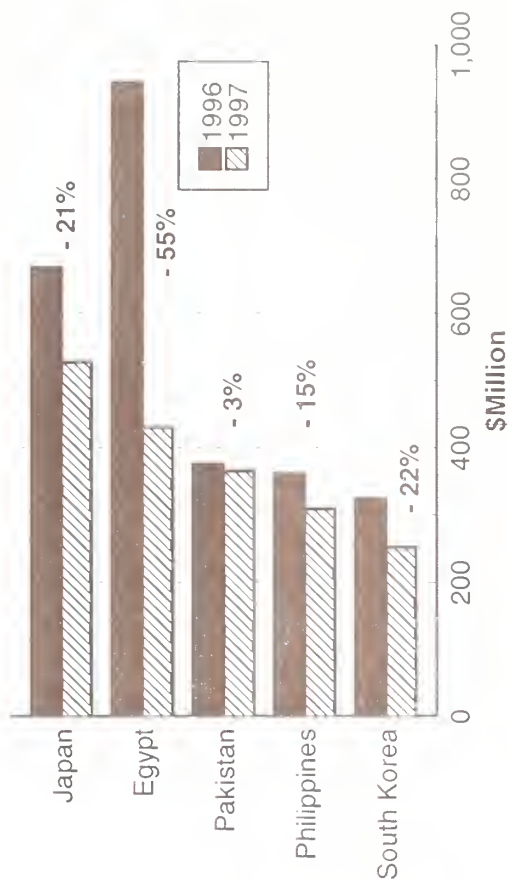
Wheat



Top Five Markets



Top Five Markets



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FY 1997 BICO Agriculture Trade Summary

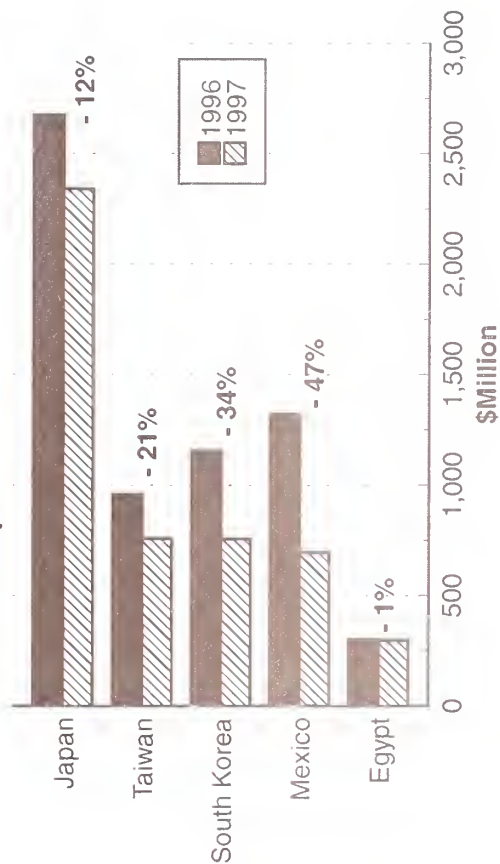
Coarse Grains



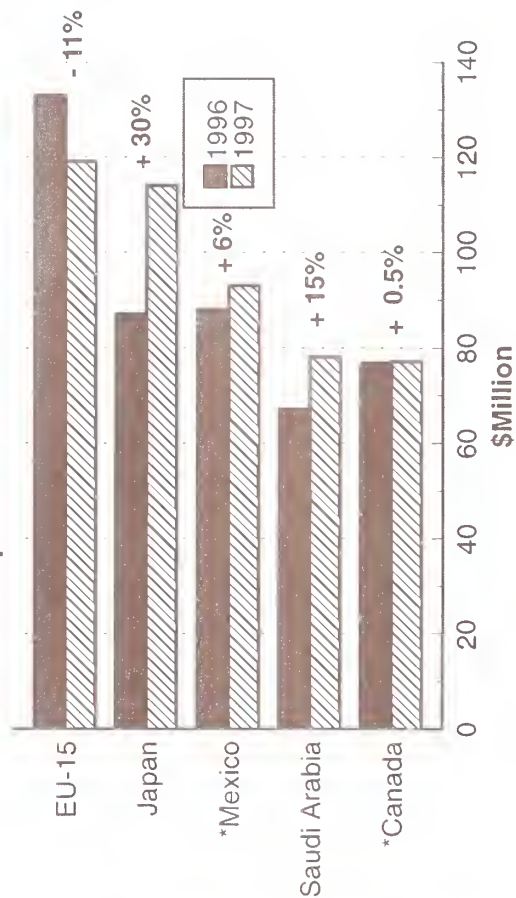
Rice



Top Five Markets

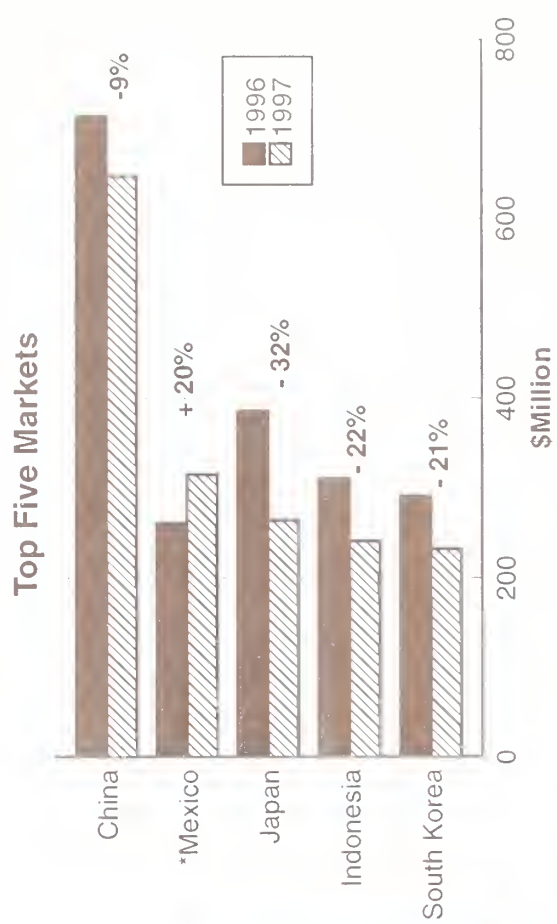
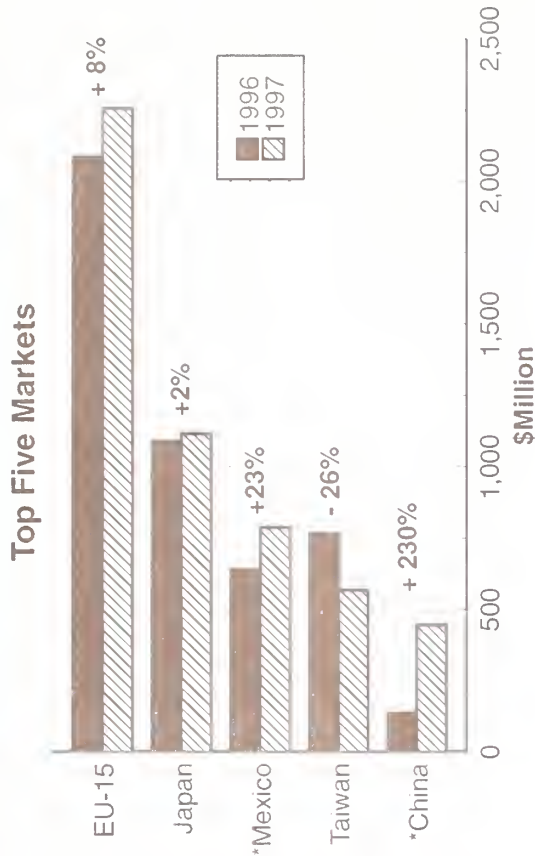
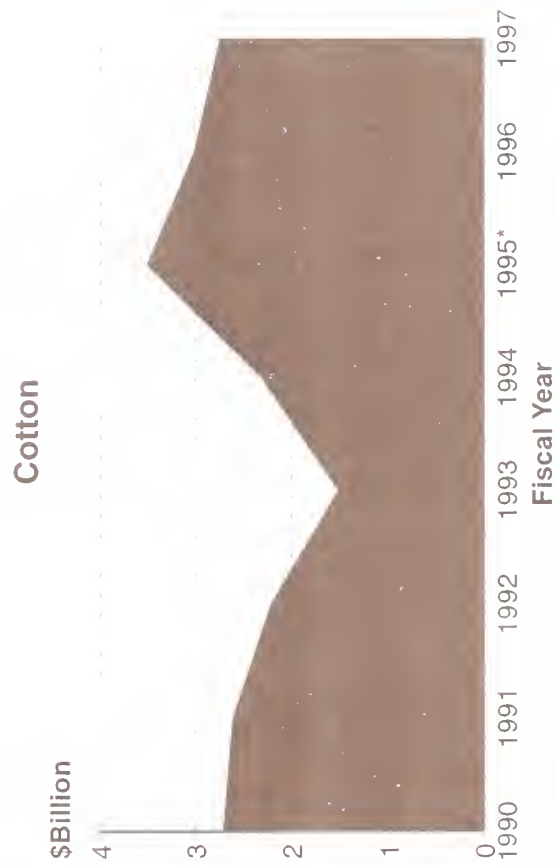
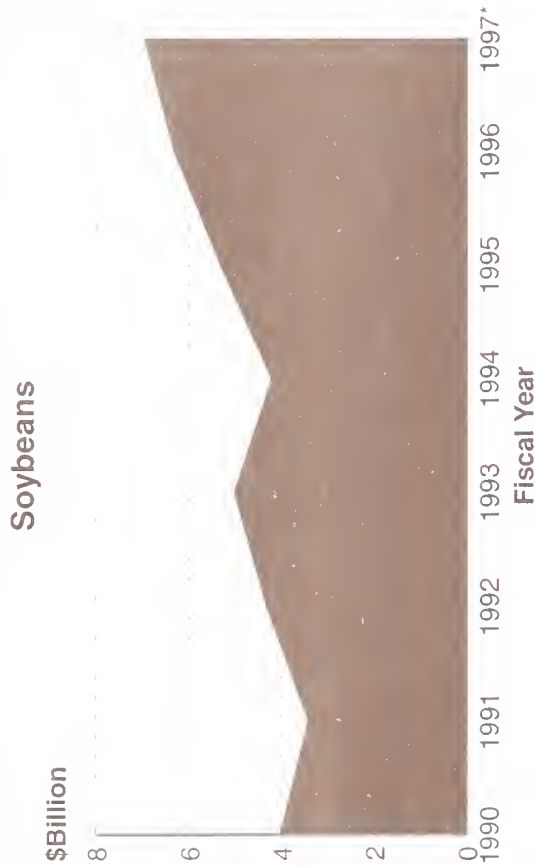


Top Five Markets



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FY 1997 BICO Agriculture Trade Summary



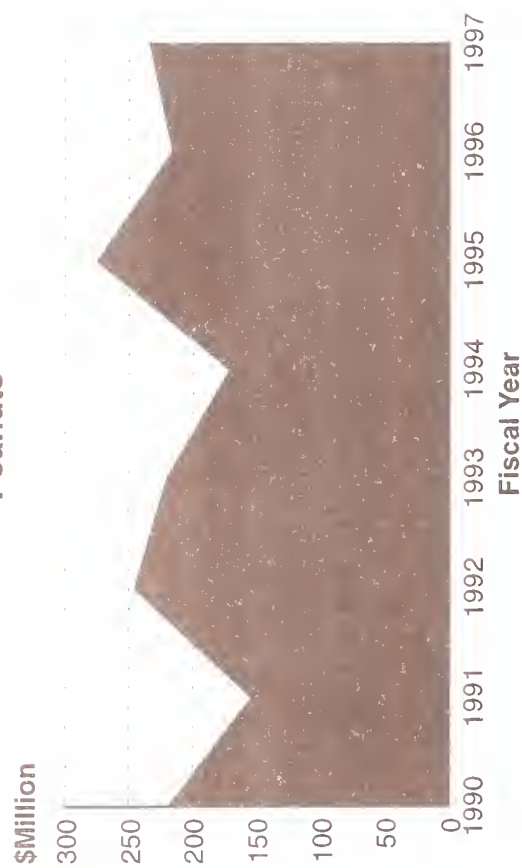
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FY 1997 BICO Agriculture Trade Summary

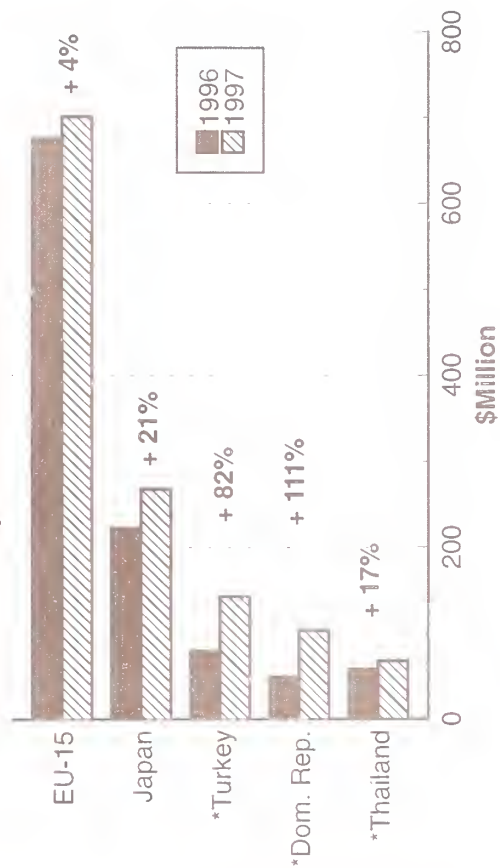
Tobacco



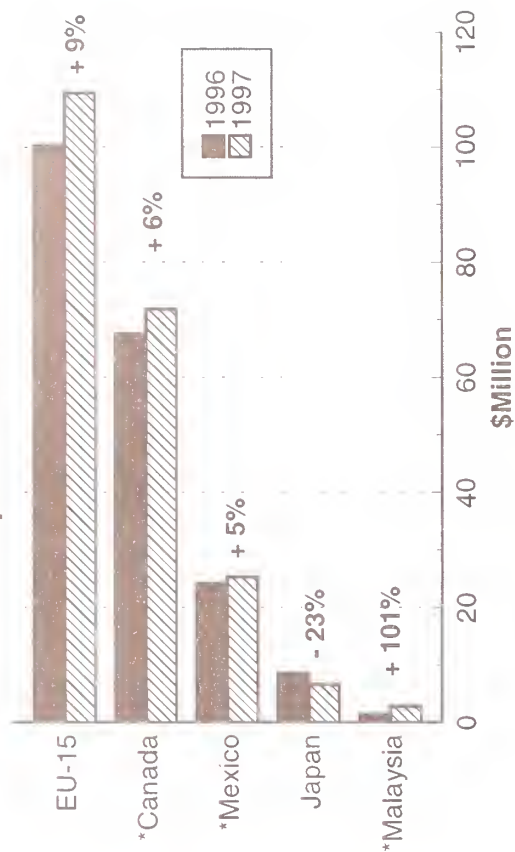
Peanuts



Top Five Markets



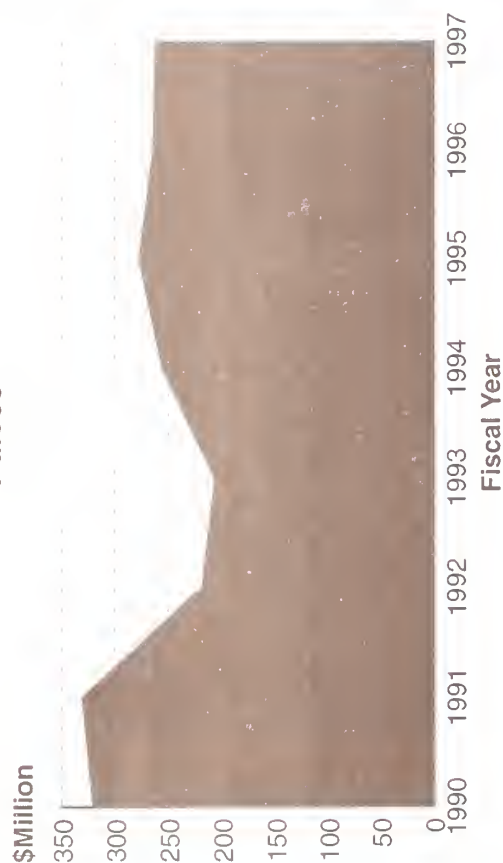
Top Five Markets



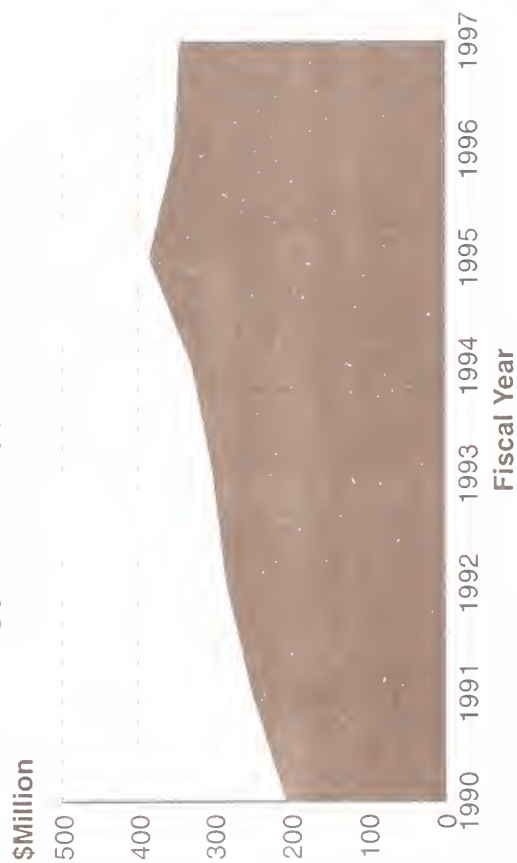
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FY 1997 BICO Agriculture Trade Summary

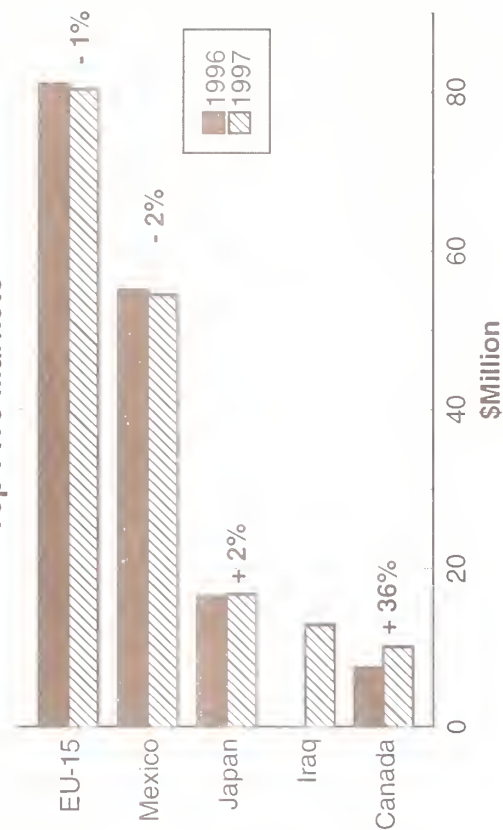
Pulses



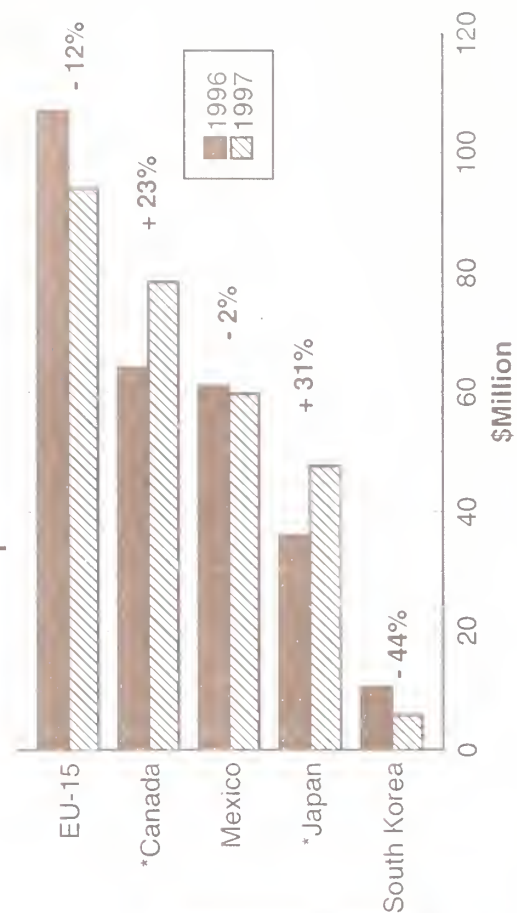
Other Bulk Commodities



Top Five Markets



Top Five Markets



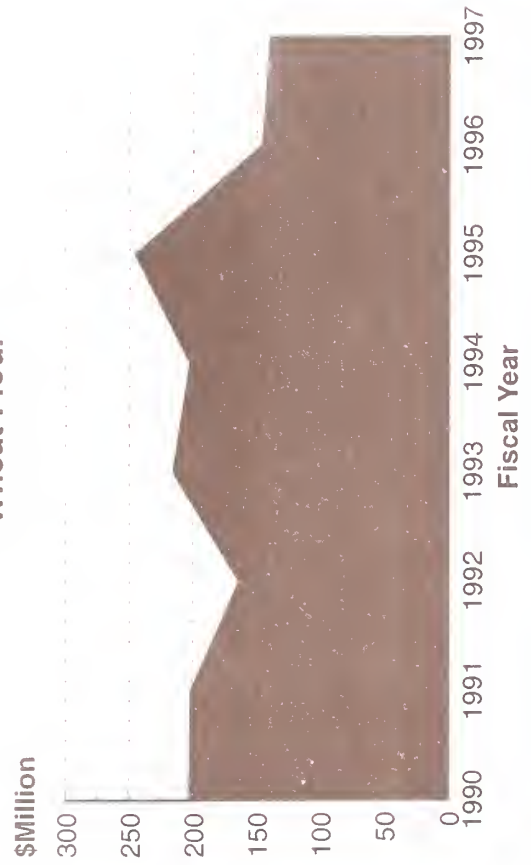
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FY 1997 BICO Agriculture Trade Summary

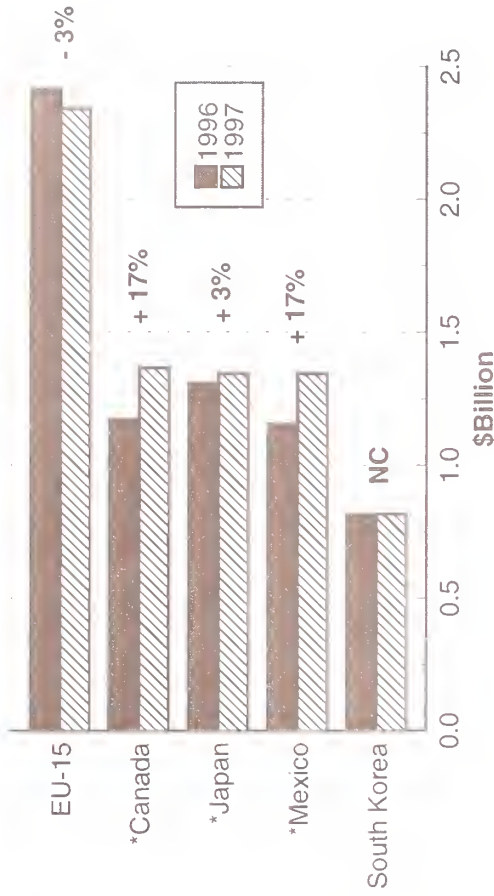
Intermediate Agricultural Total



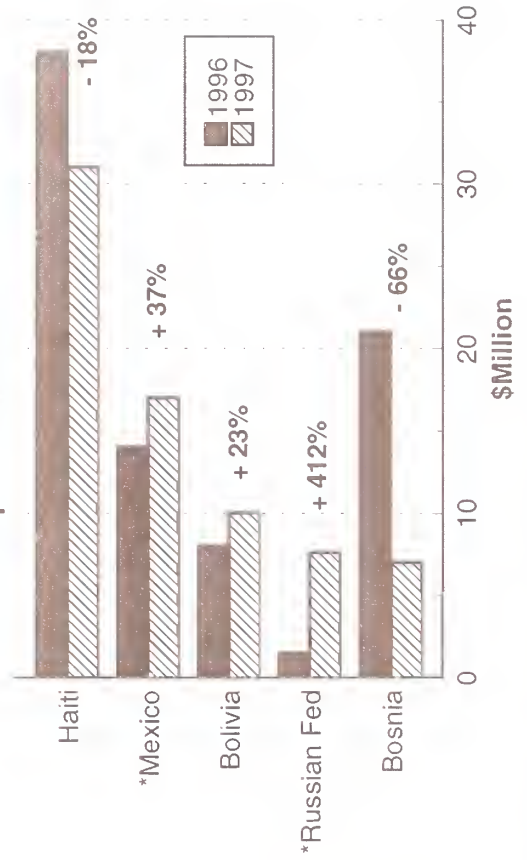
Wheat Flour



Top Five Markets

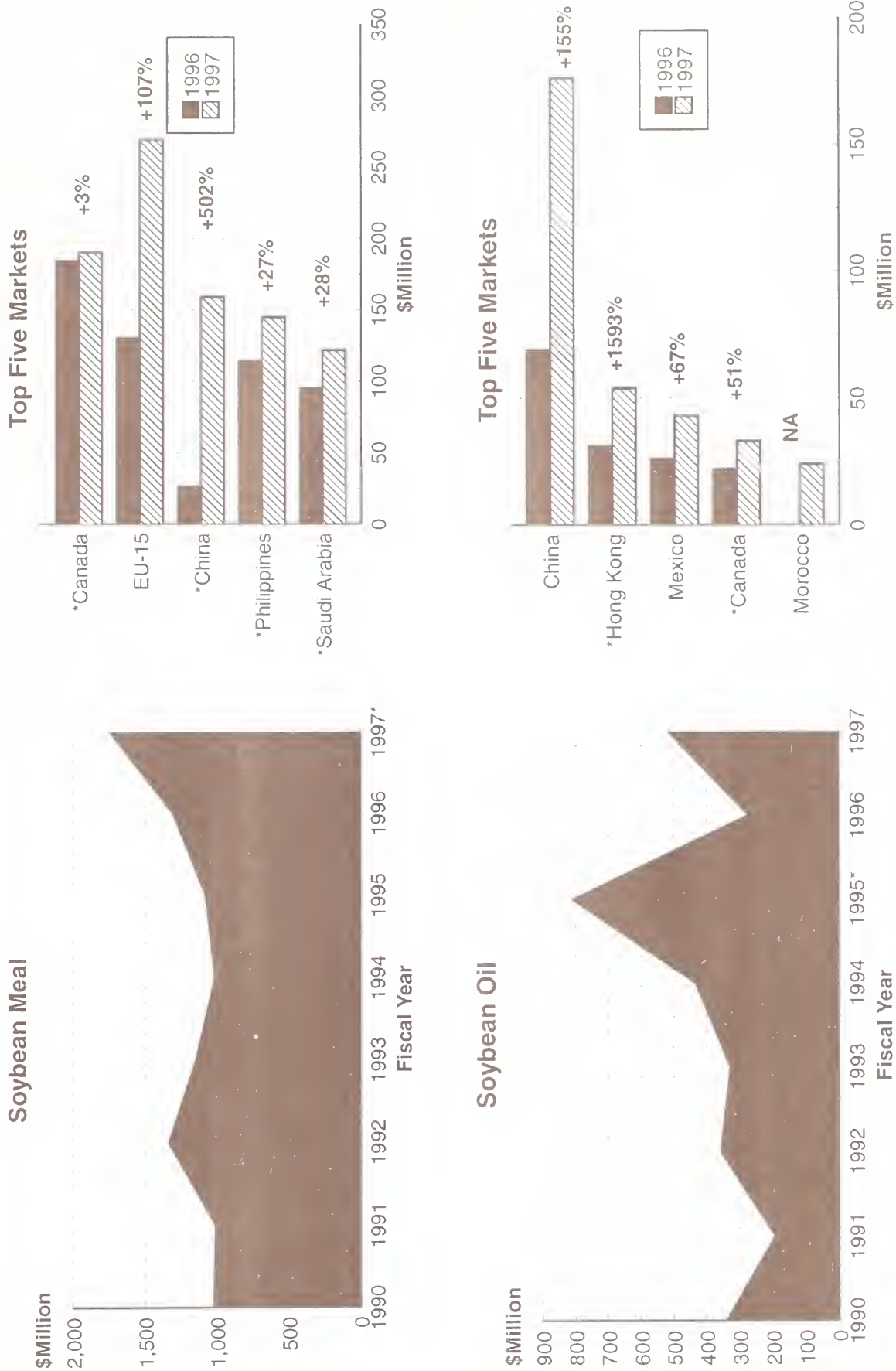


Top Five Markets



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

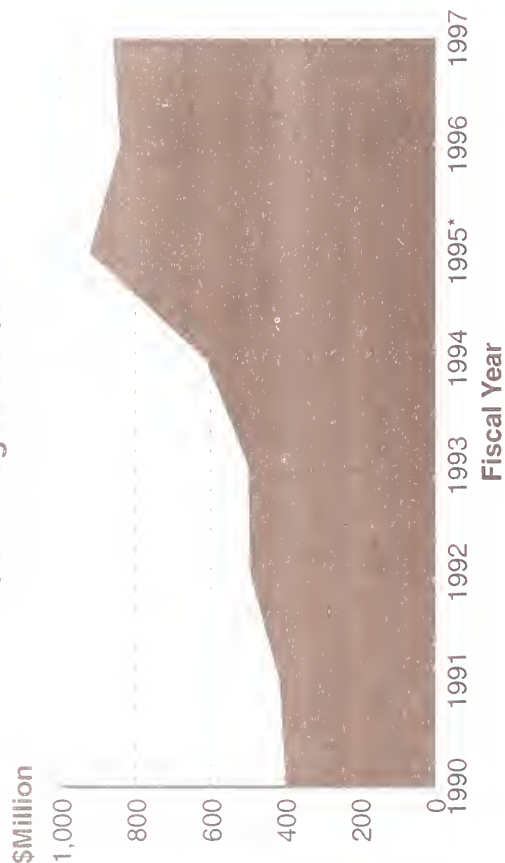
FY 1997 BICO Agriculture Trade Summary



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

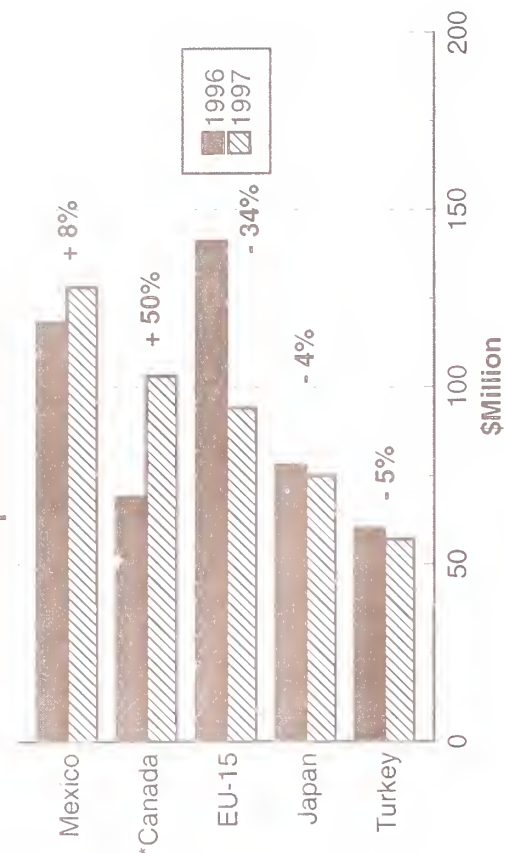
Other Vegetable Oils



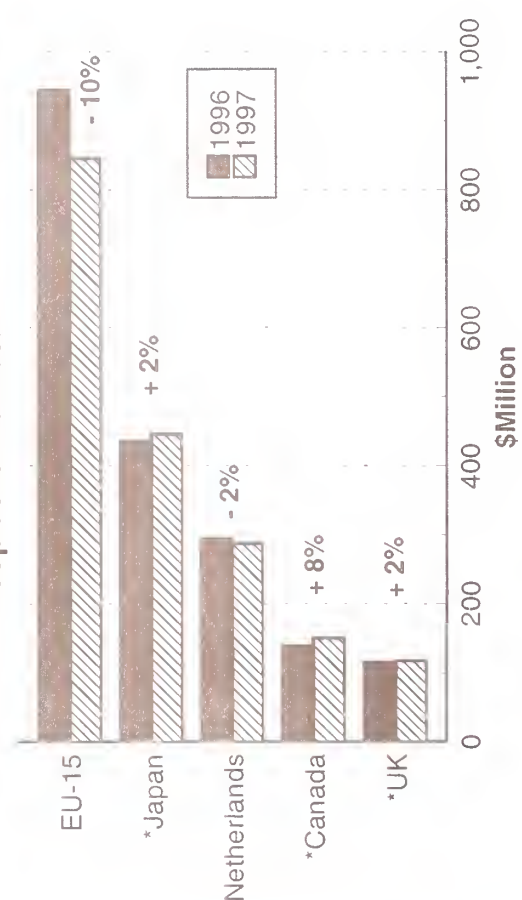
Feeds & Fodders



Top Five Markets



Top Five Markets



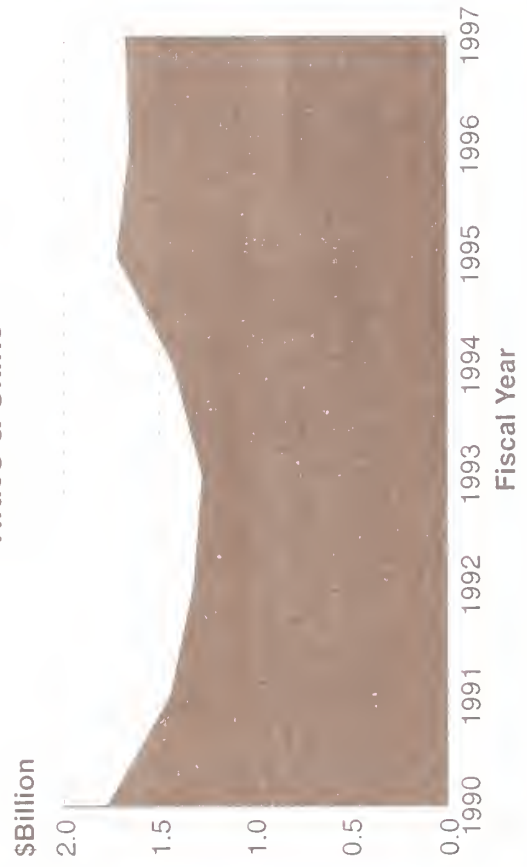
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

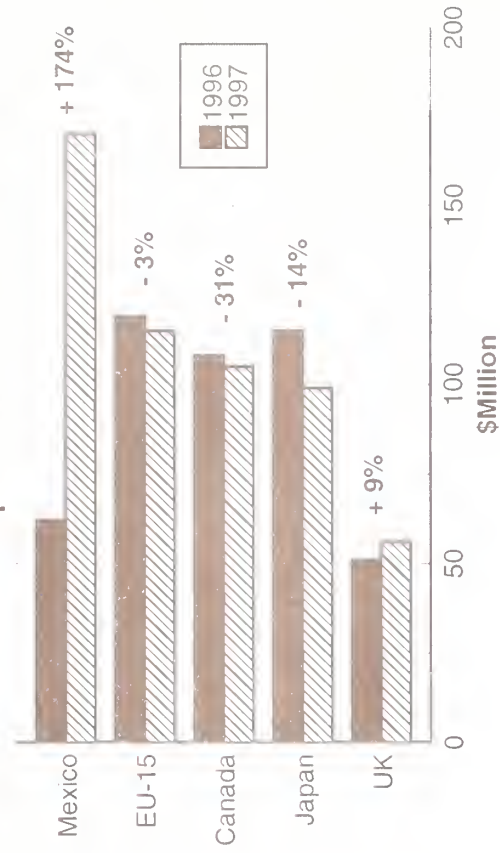
Live Animals



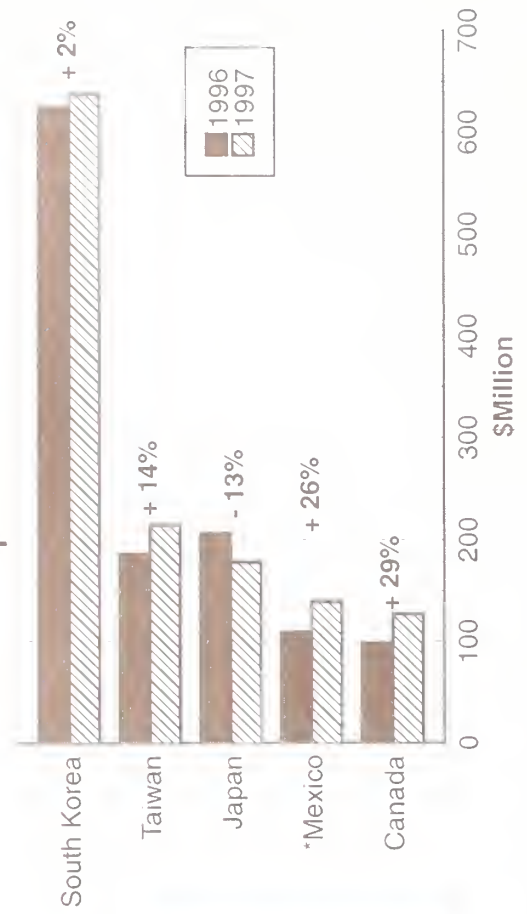
Hides & Skins



Top Five Markets

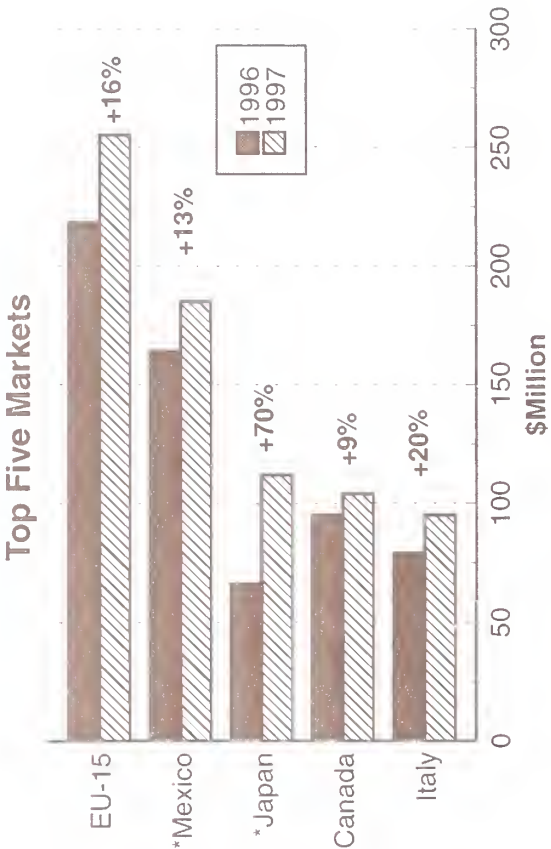
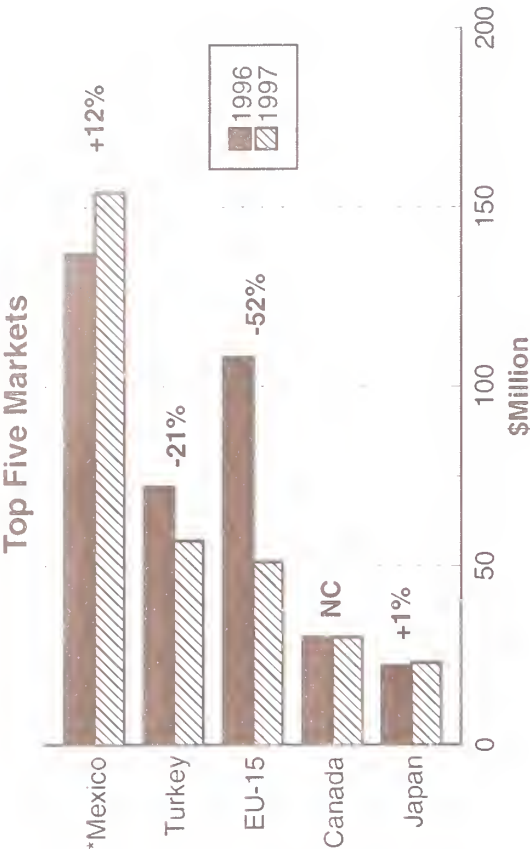
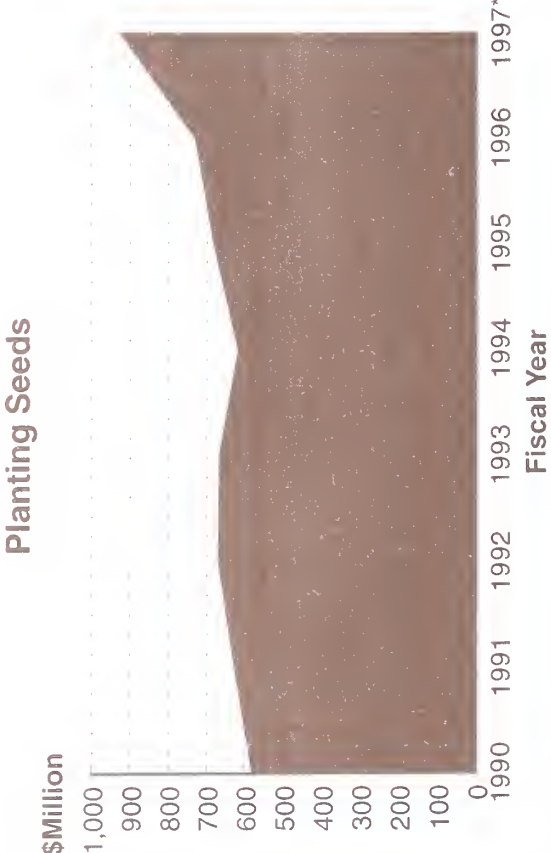
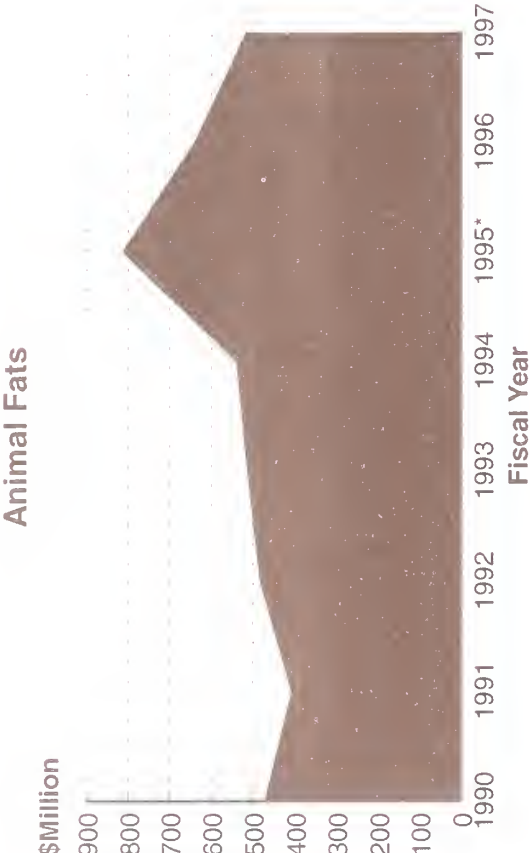


Top Five Markets



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary



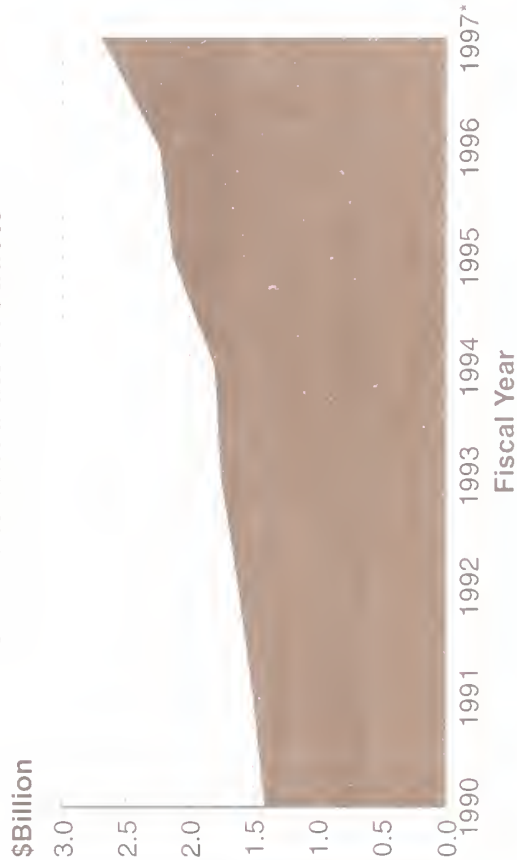
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

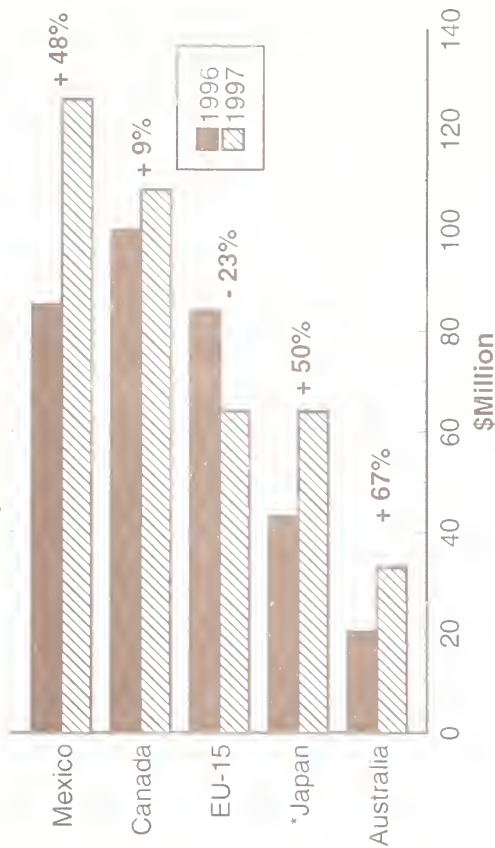
Sugars, Sweeteners & Beverage Bases



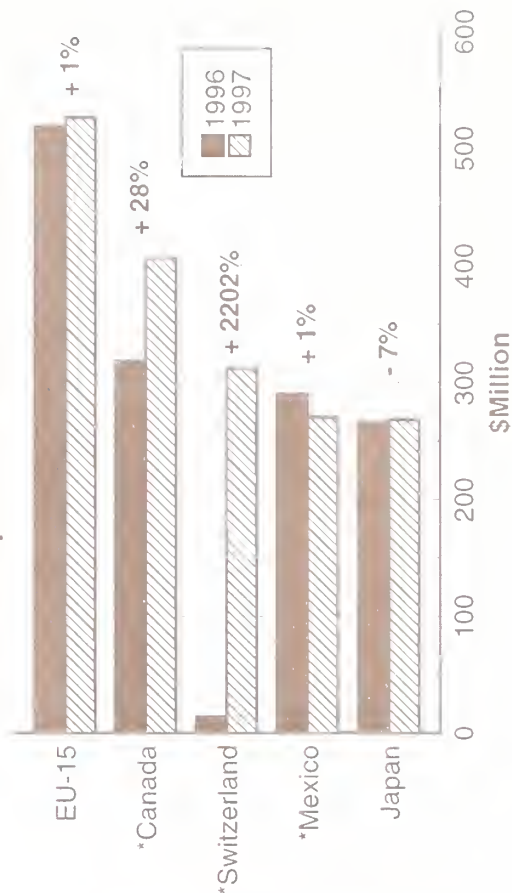
Other Intermediate Products



Top Five Markets



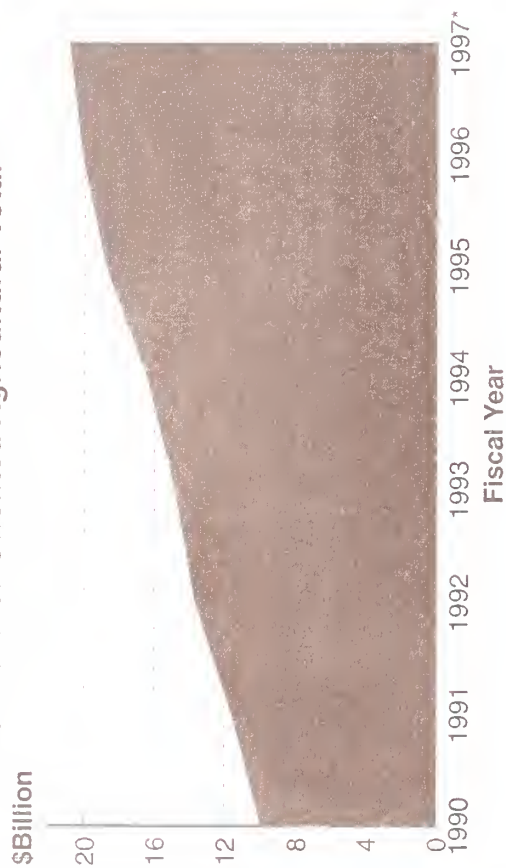
Top Five Markets



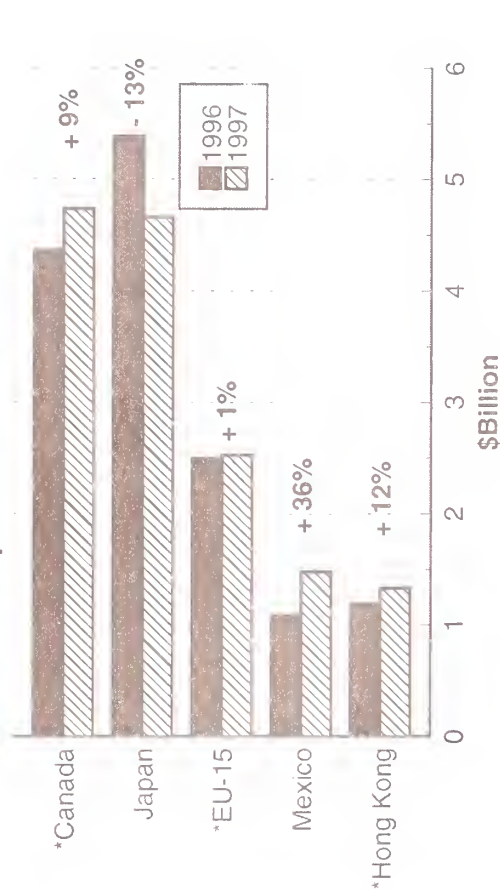
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

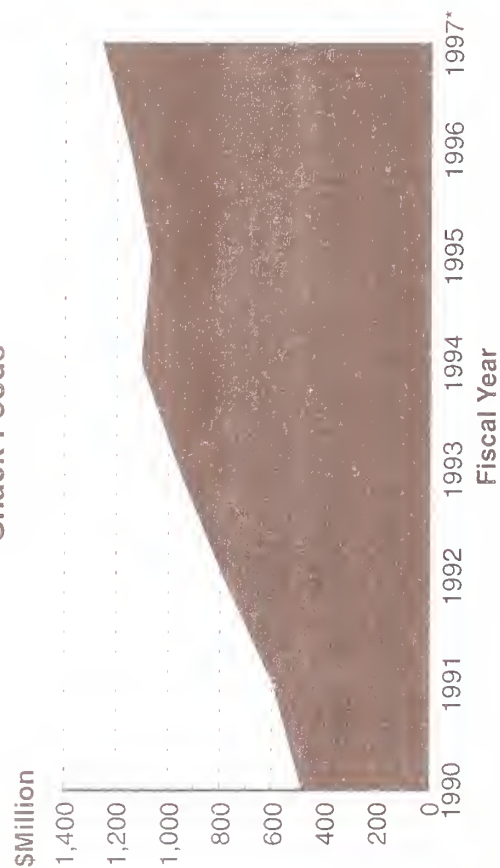
Consumer-Oriented Agricultural Total



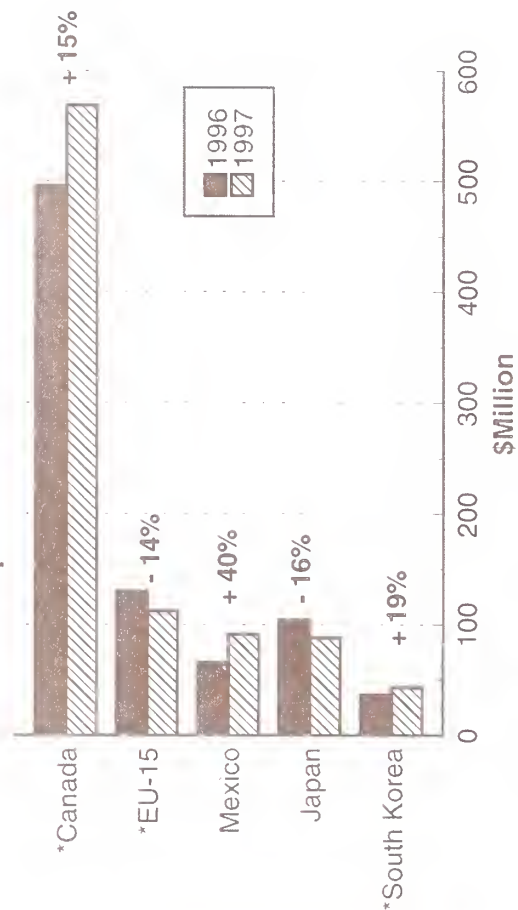
Top Five Markets



Snack Foods



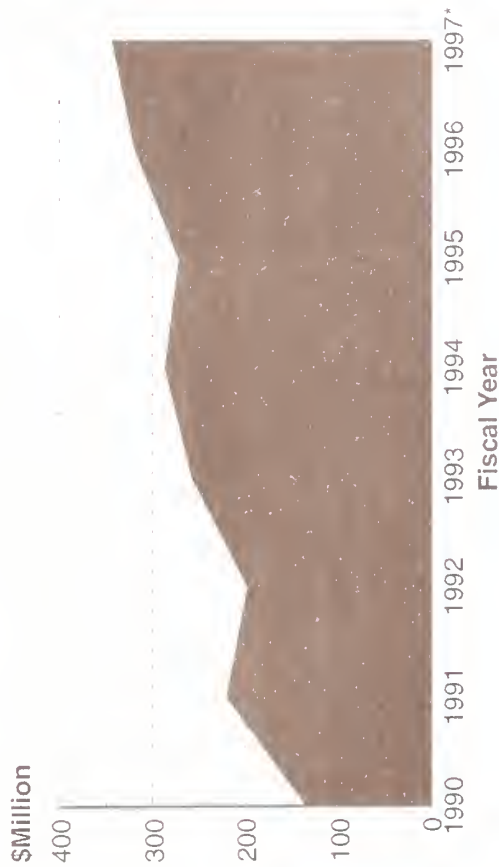
Top Five Markets



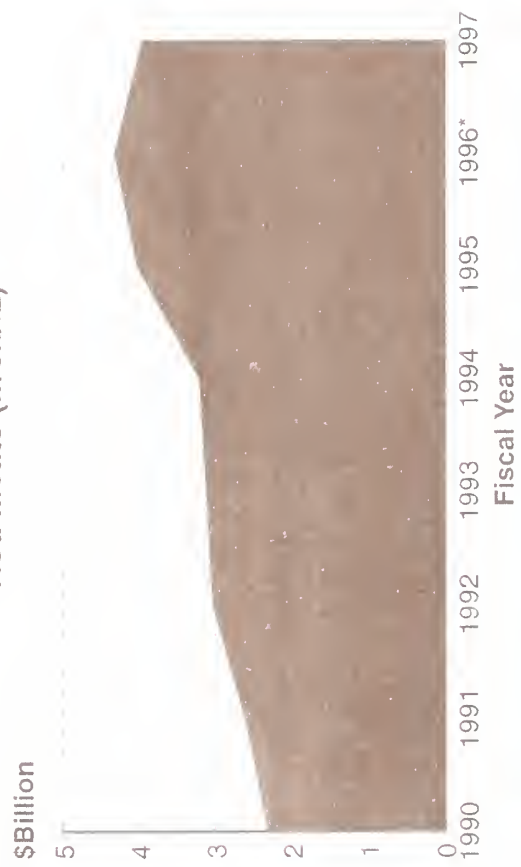
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

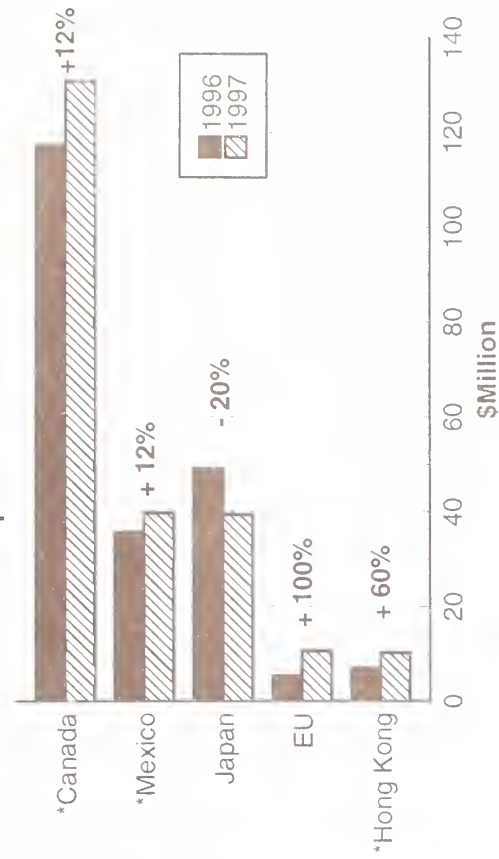
Breakfast Foods



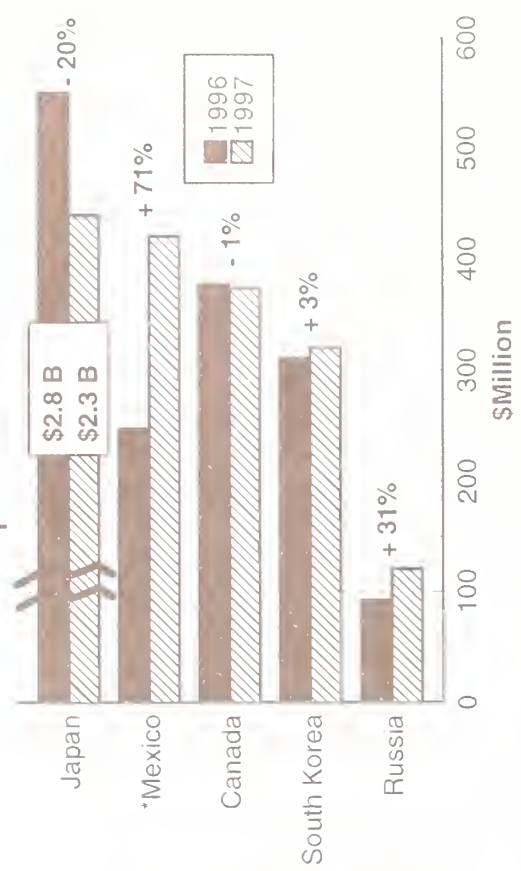
Red Meats (fr/ch/fz)



Top Five Markets



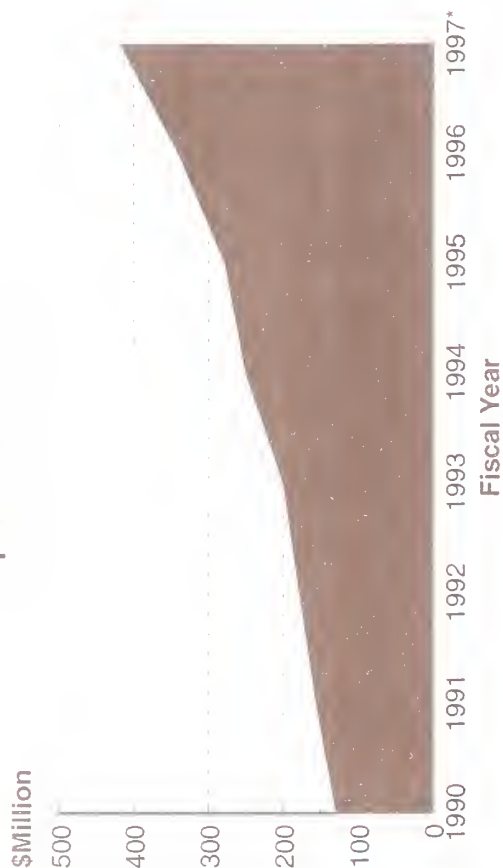
Top Five Markets



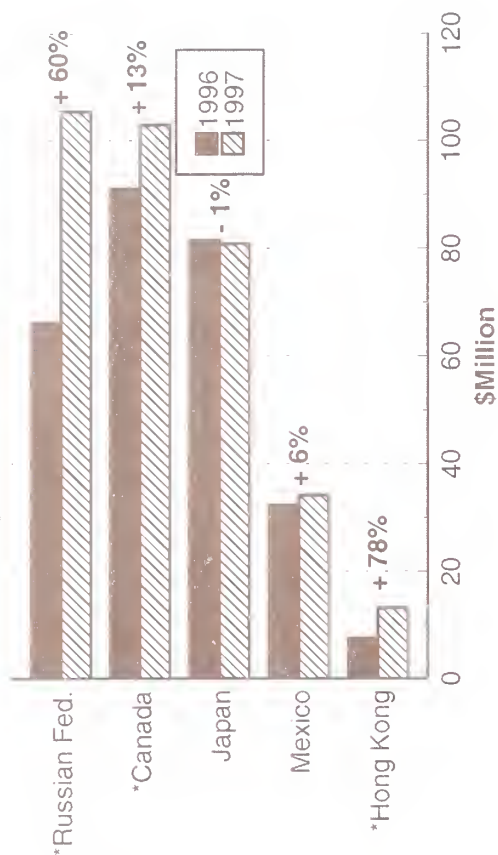
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

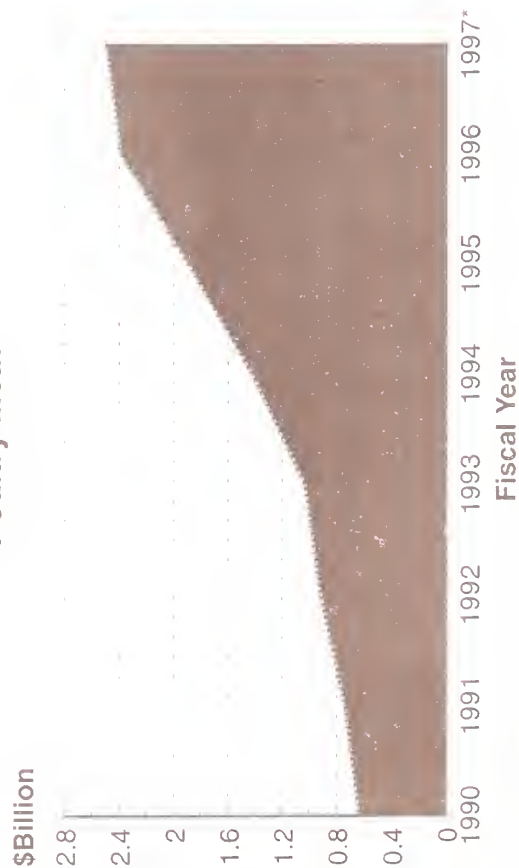
Prepared Red Meats



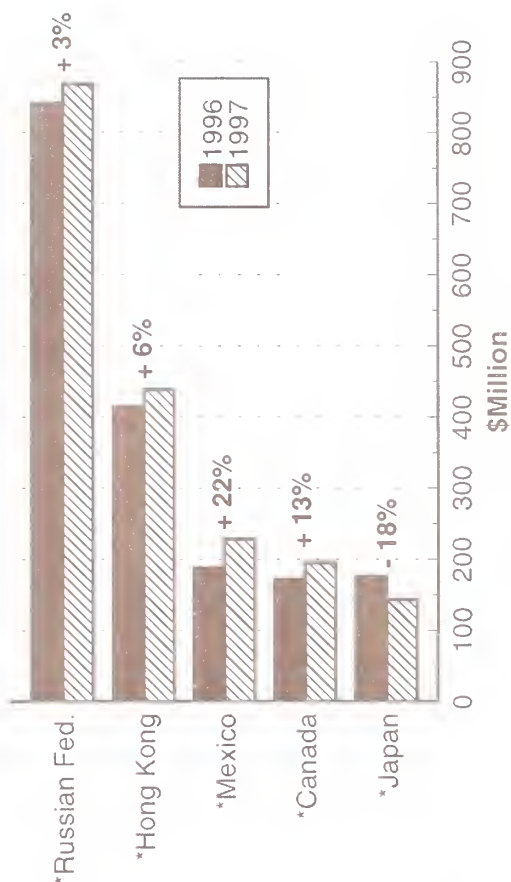
Top Five Markets



Poultry Meat



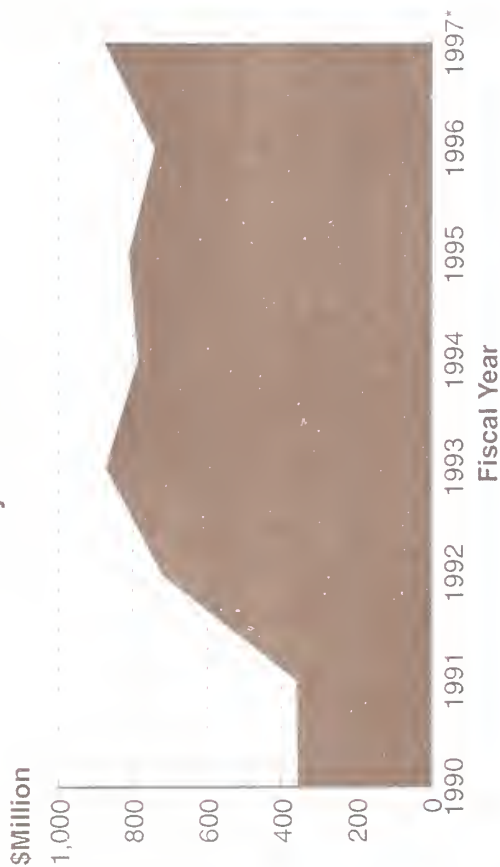
Top Five Markets



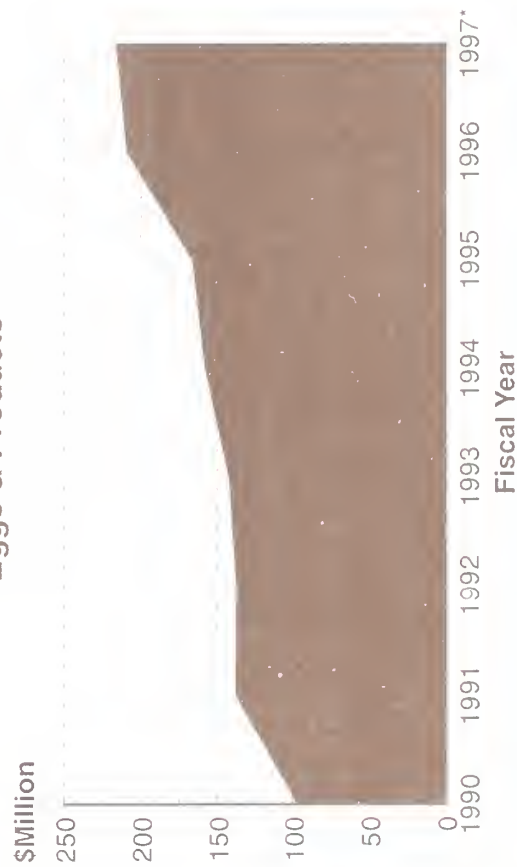
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

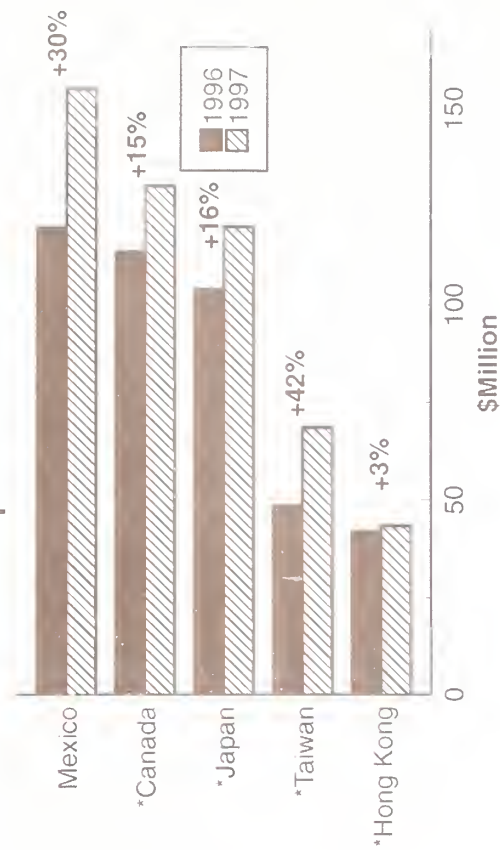
Dairy Products



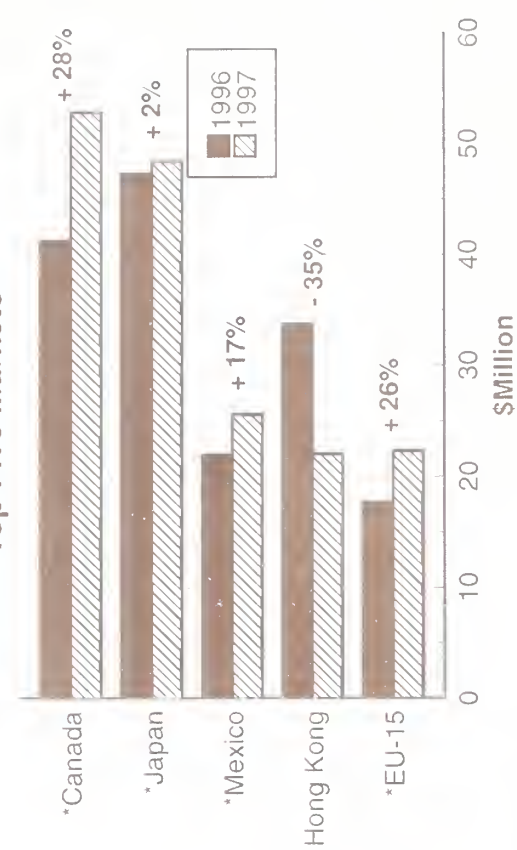
Eggs & Products



Top Five Markets



Top Five Markets



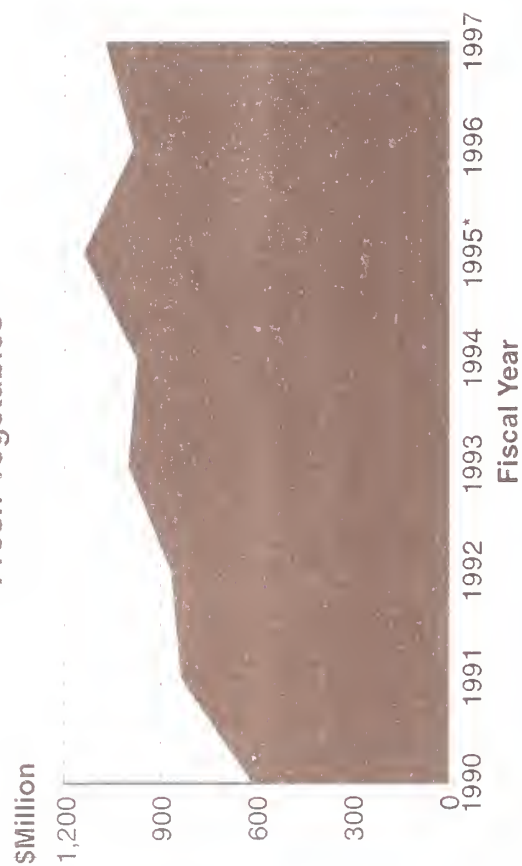
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

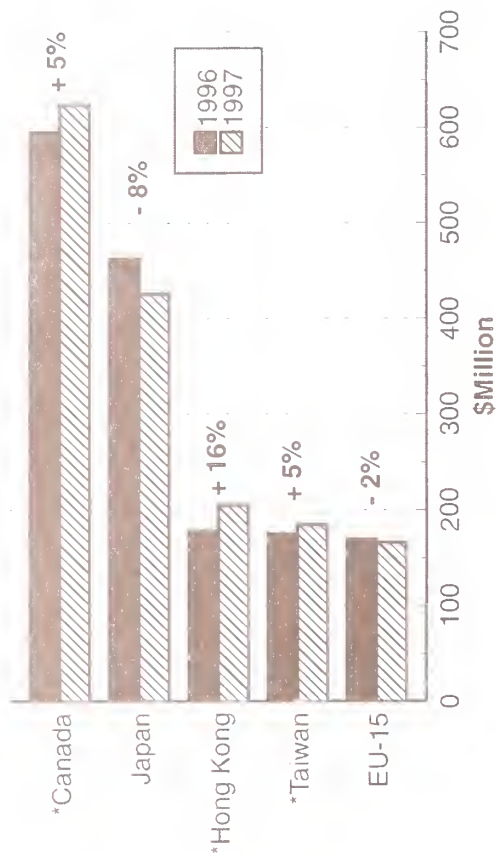
Fresh Fruit



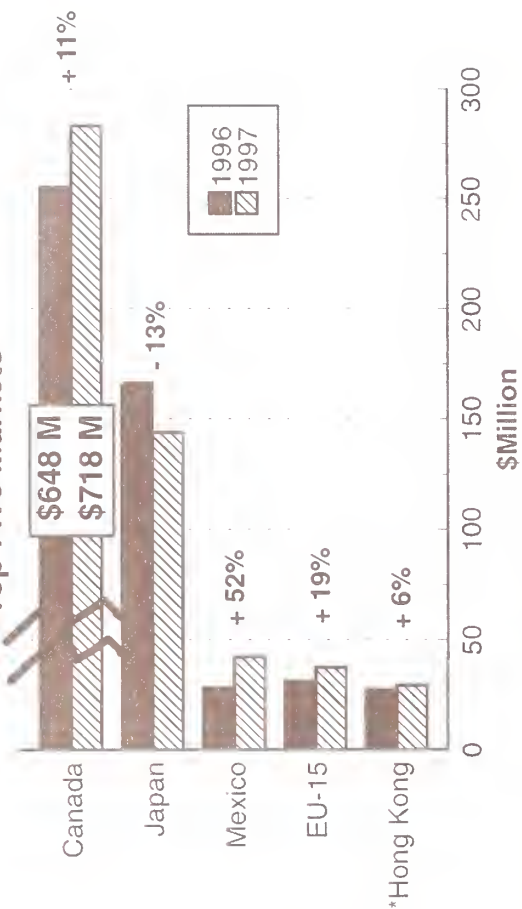
Fresh Vegetables



Top Five Markets



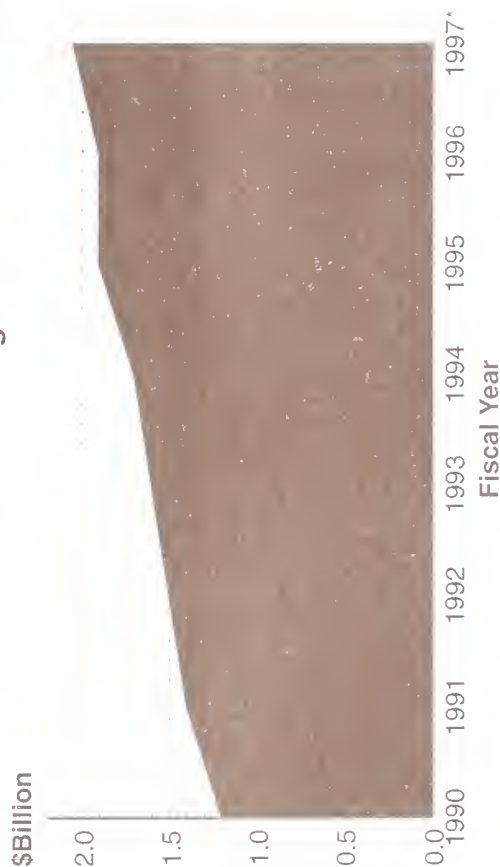
Top Five Markets



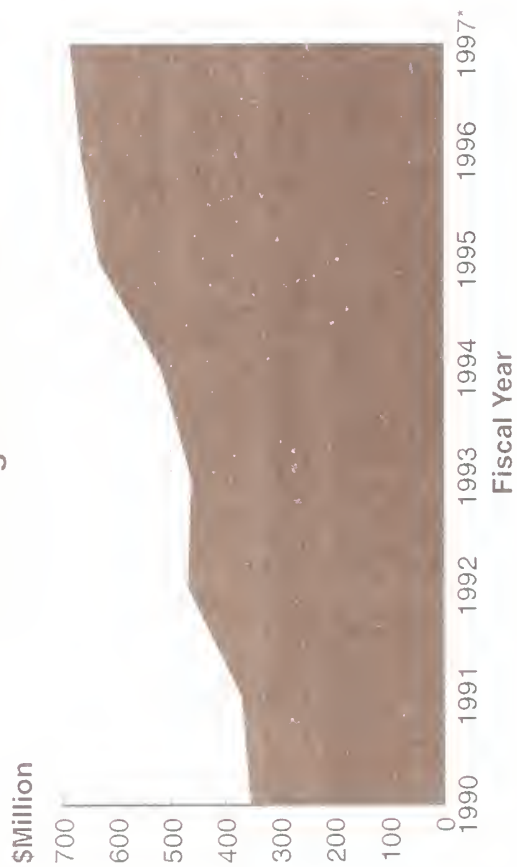
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

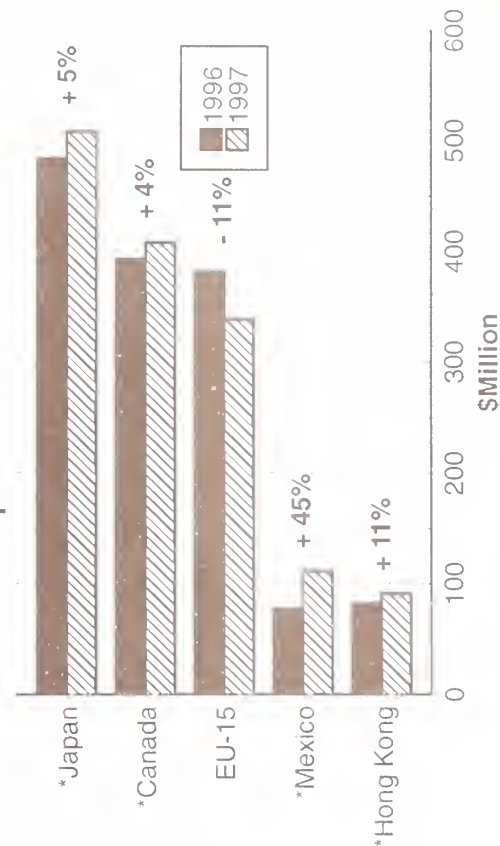
Processed Fruit & Vegetables



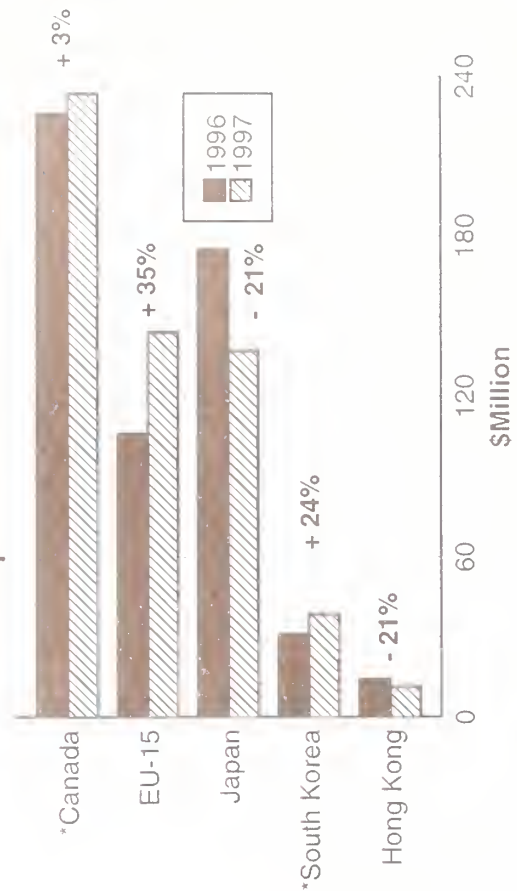
Fruit & Vegetable Juices



Top Five Markets

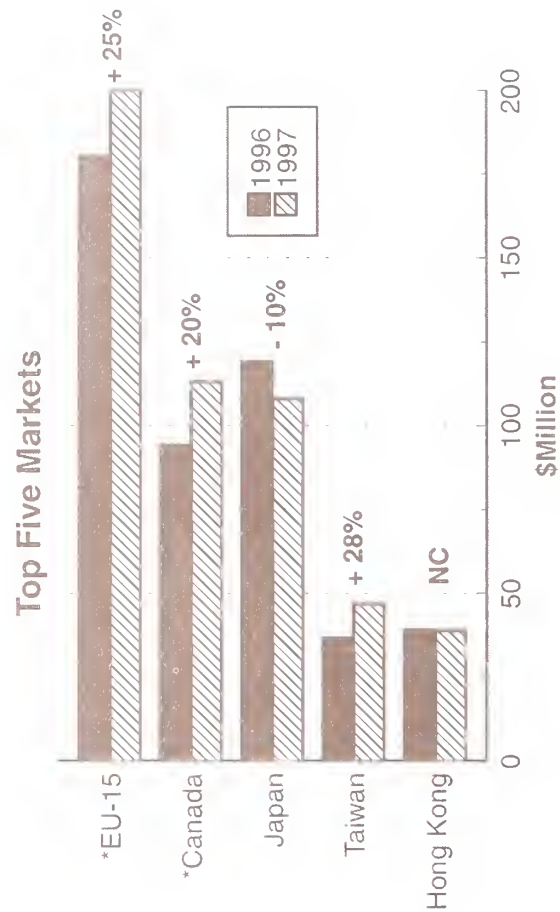
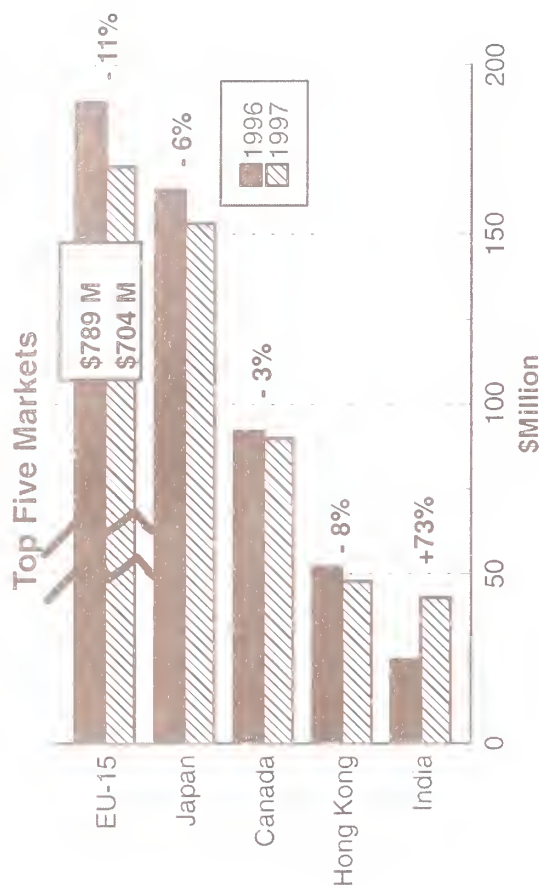
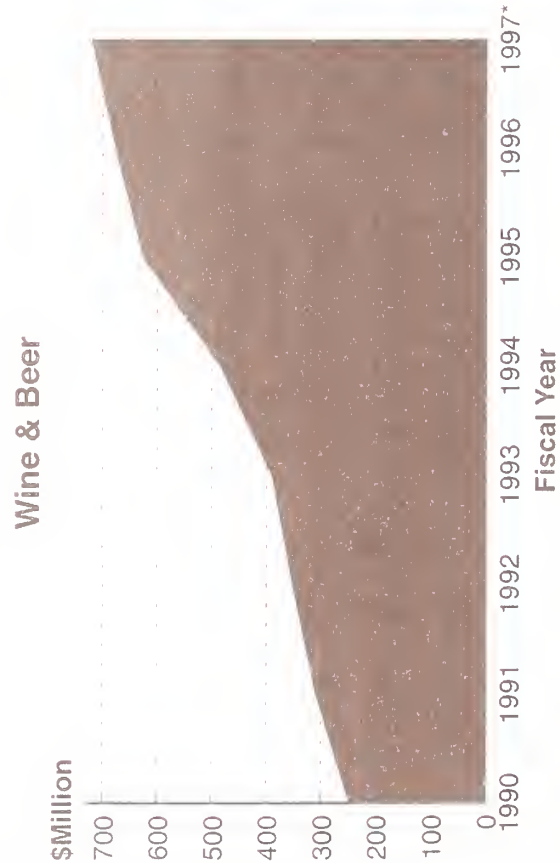
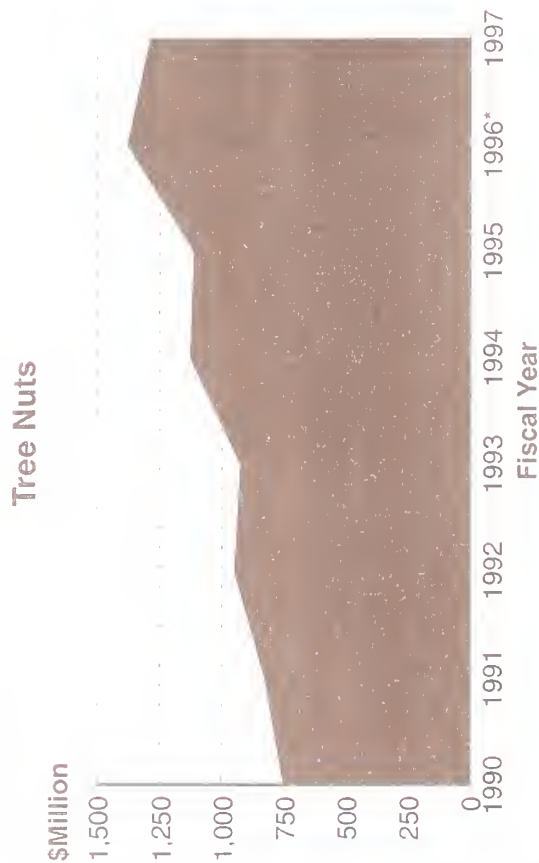


Top Five Markets



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

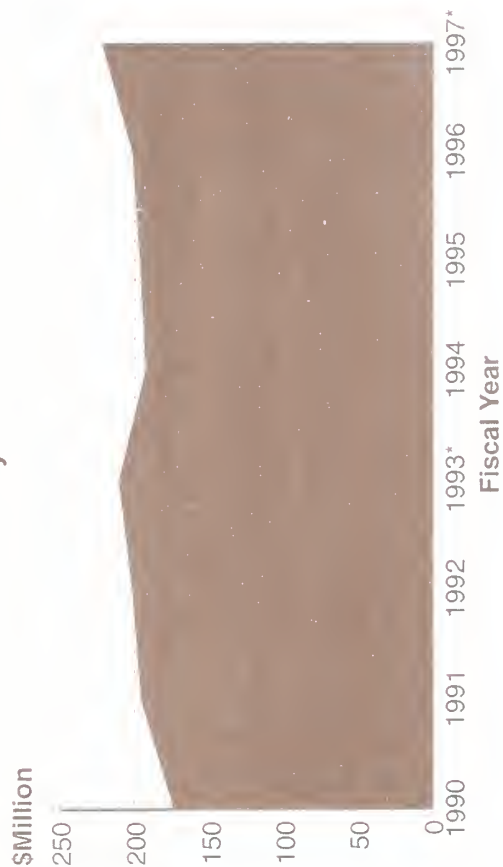
FY 1997 BICO Agriculture Trade Summary



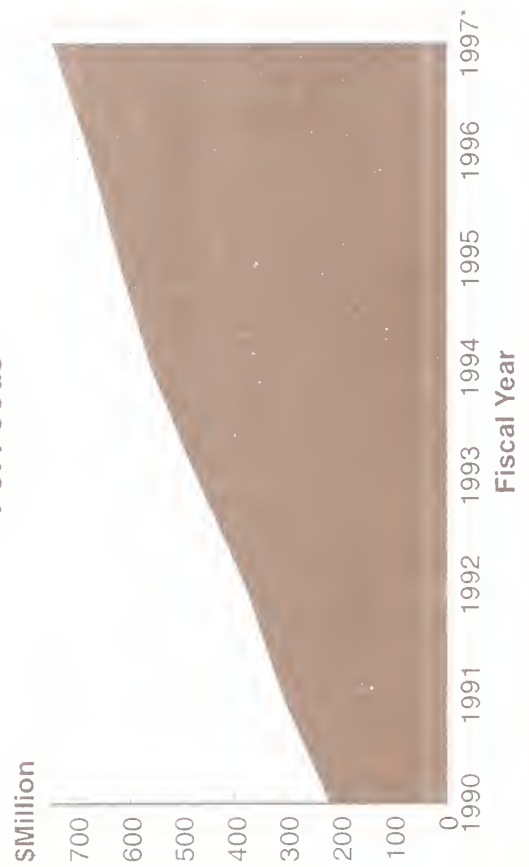
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

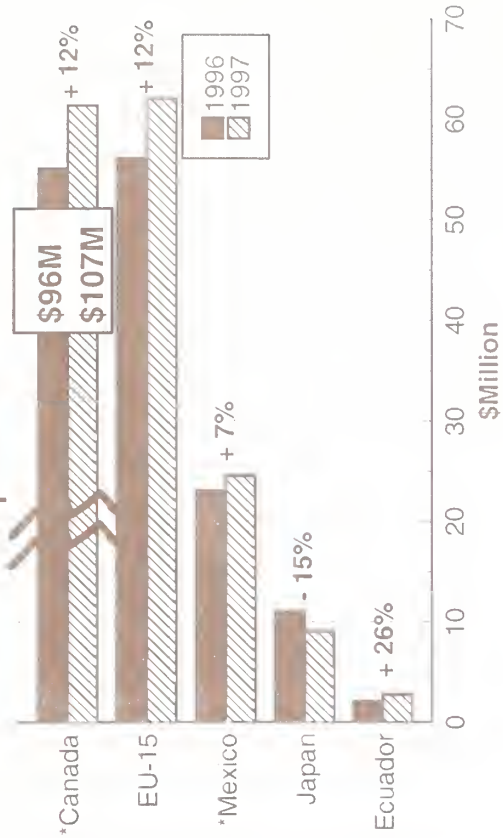
Nursery Products



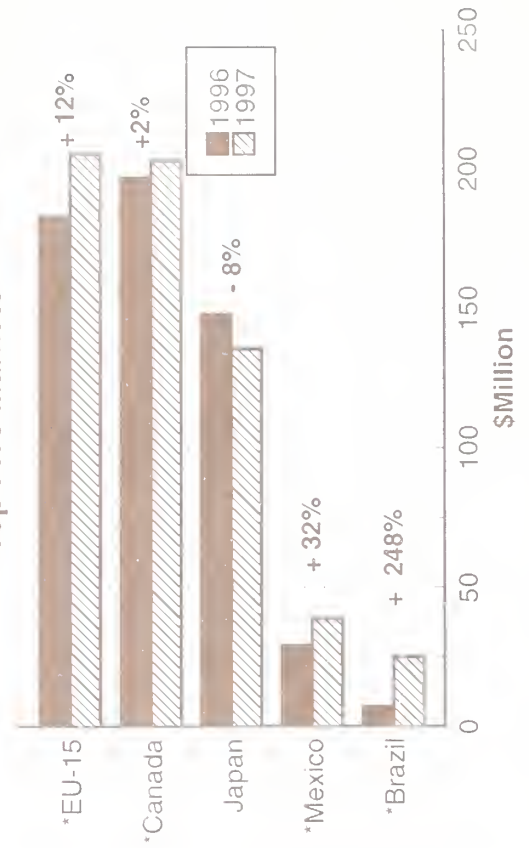
Pet Foods



Top Five Markets

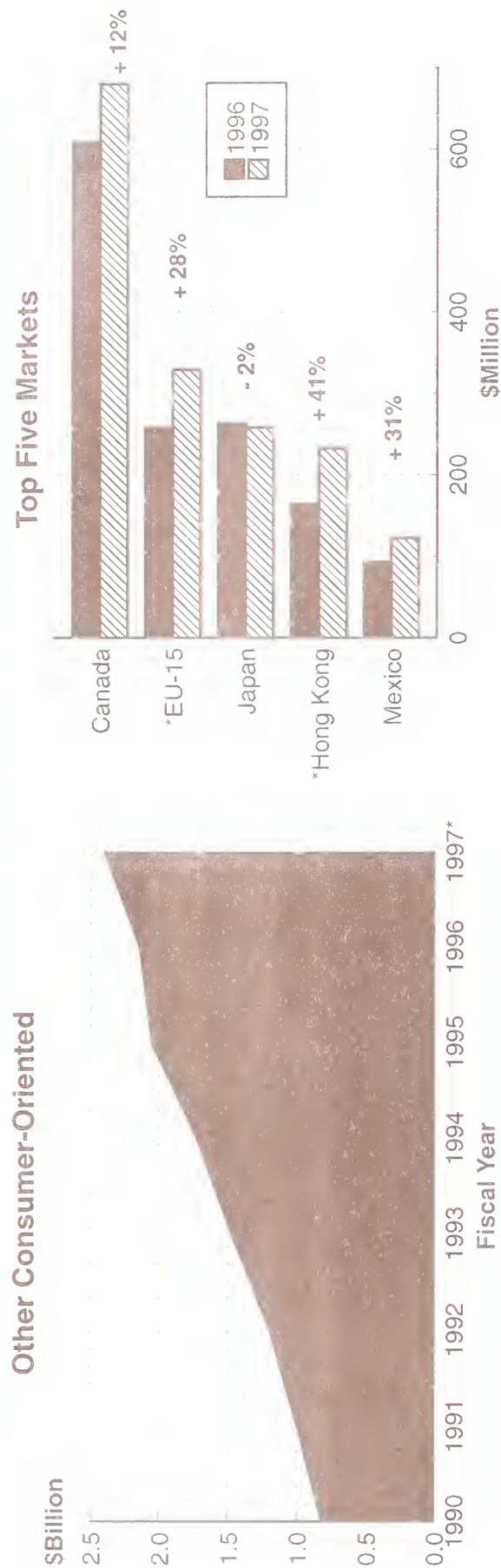


Top Five Markets



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

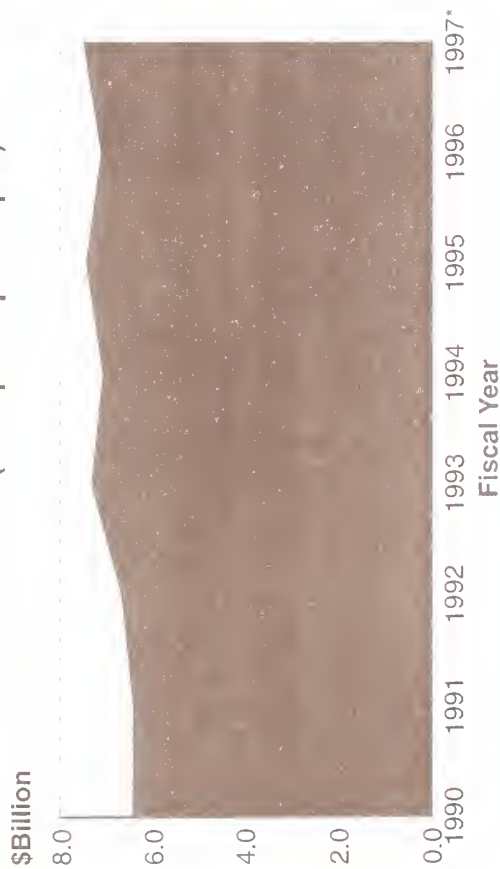
FY 1997 BICO Agriculture Trade Summary



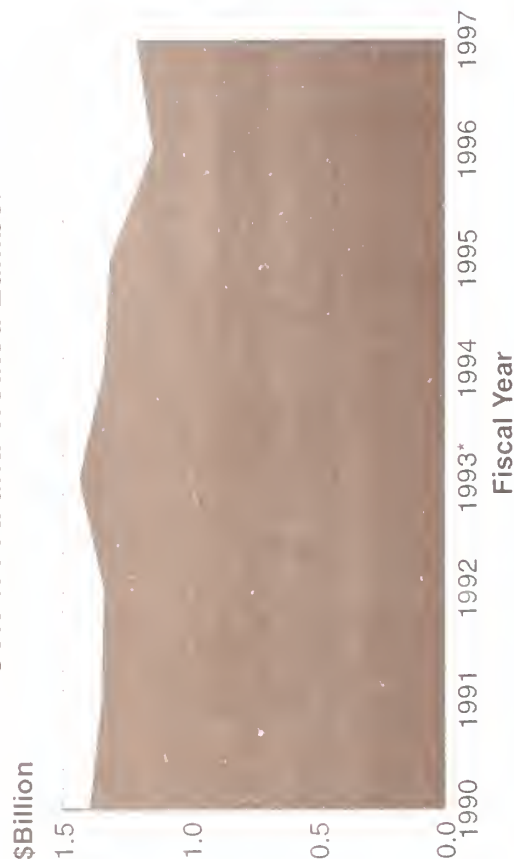
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

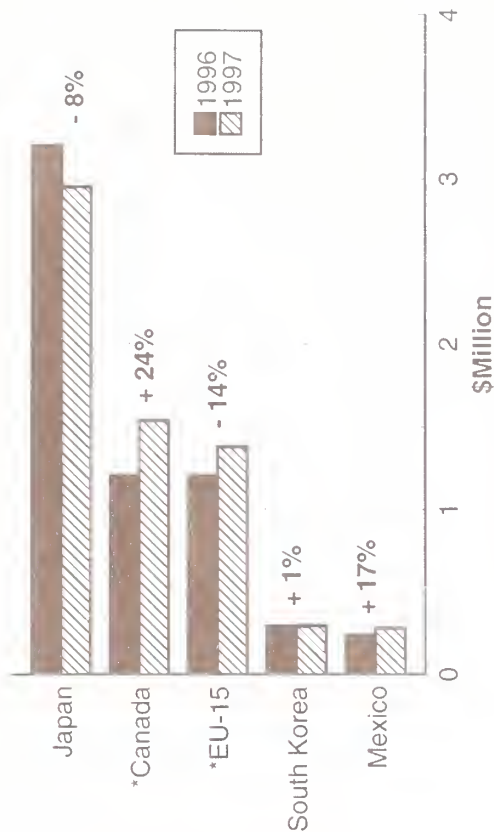
Forest Products (Except Pulp & Paper)



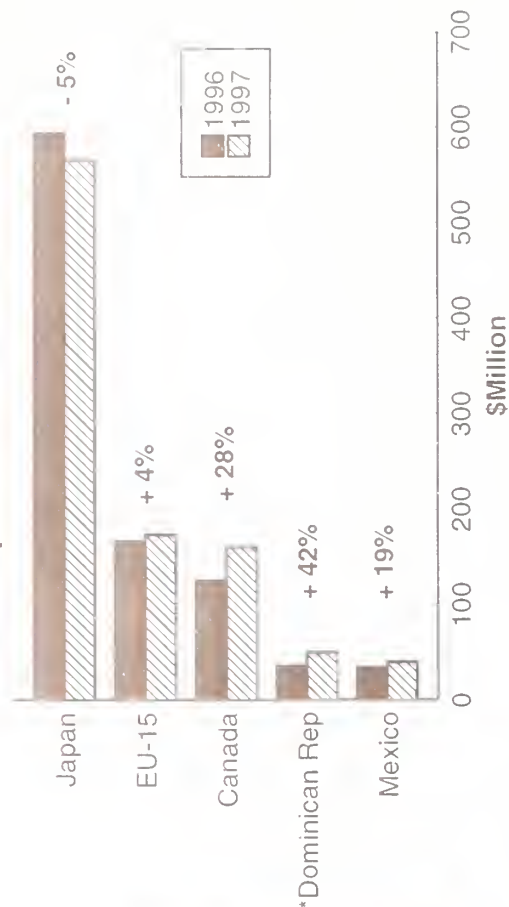
Soft Wood and Treated Lumber



Top Five Markets



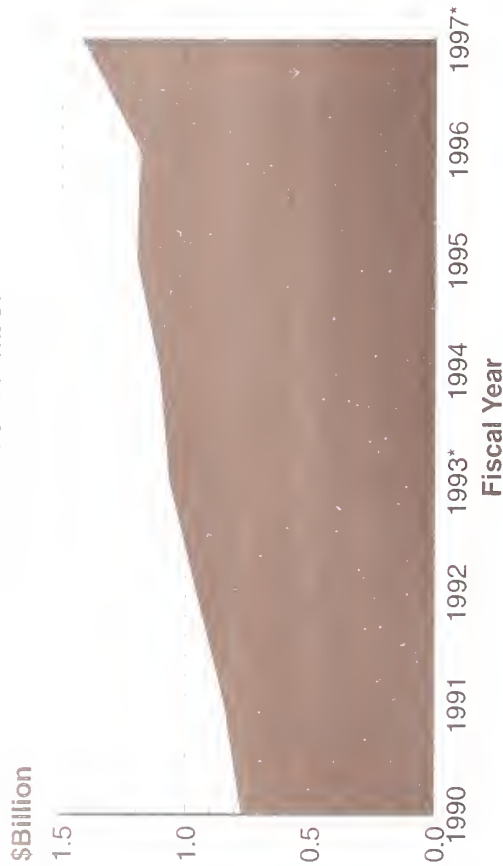
Top Five Markets



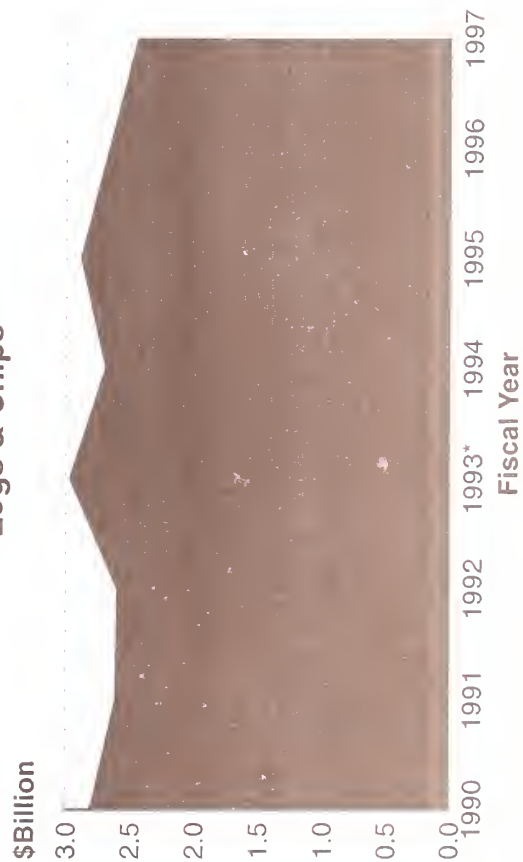
Notes: There was a revision of the Harmonized Trade Codes that make up the Forest Product category and a revision of the subcategories in 1997. The data in this issue of ATH does not match the time series data presented in the January 1997 issue of ATH. For information on the revisions, contact the Forest and Fish Products Division at FAS. Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

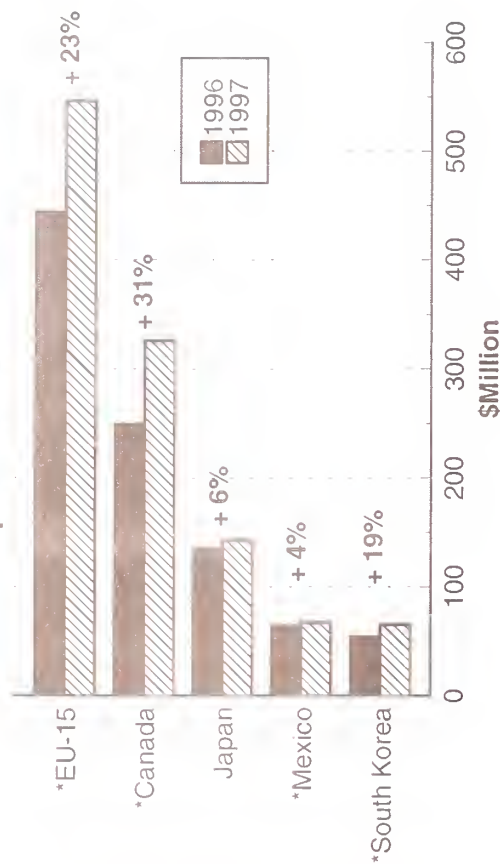
Hardwood Lumber



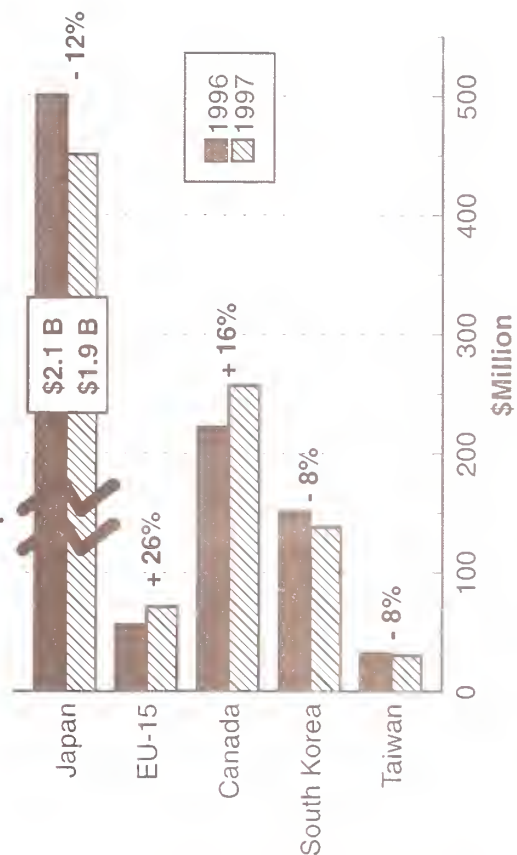
Logs & Chips



Top Five Markets



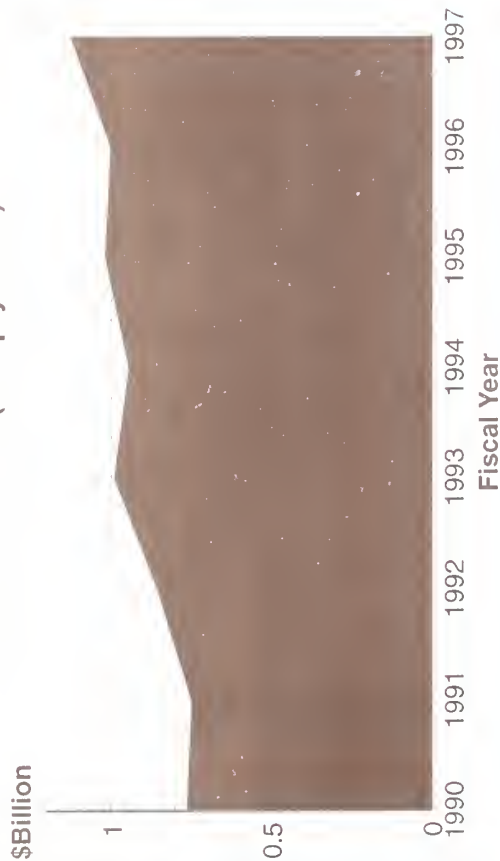
Top Five Markets



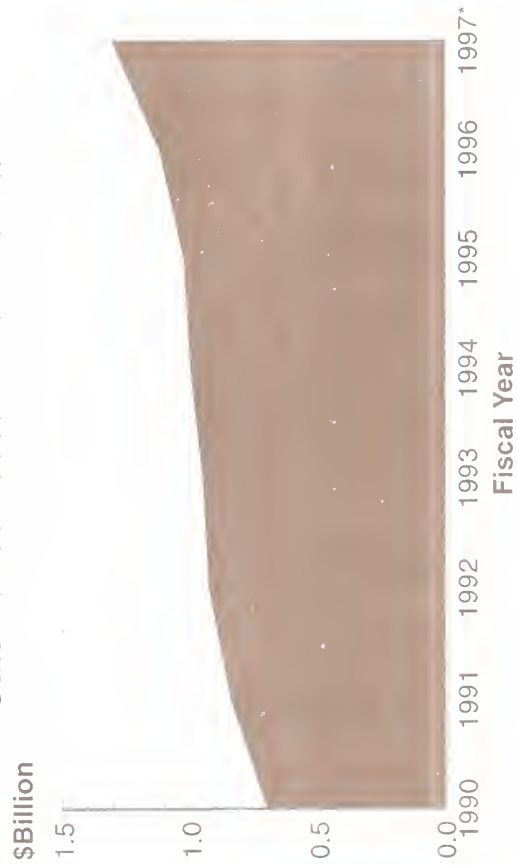
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

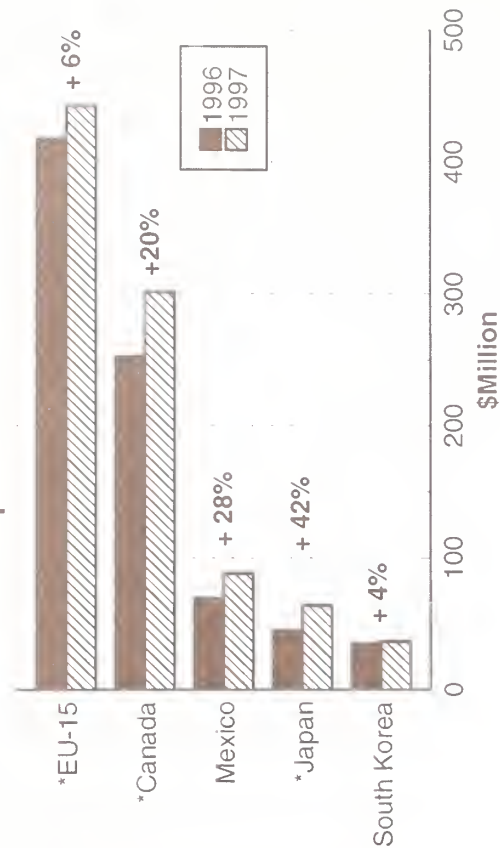
Panel Products (incl plywood)



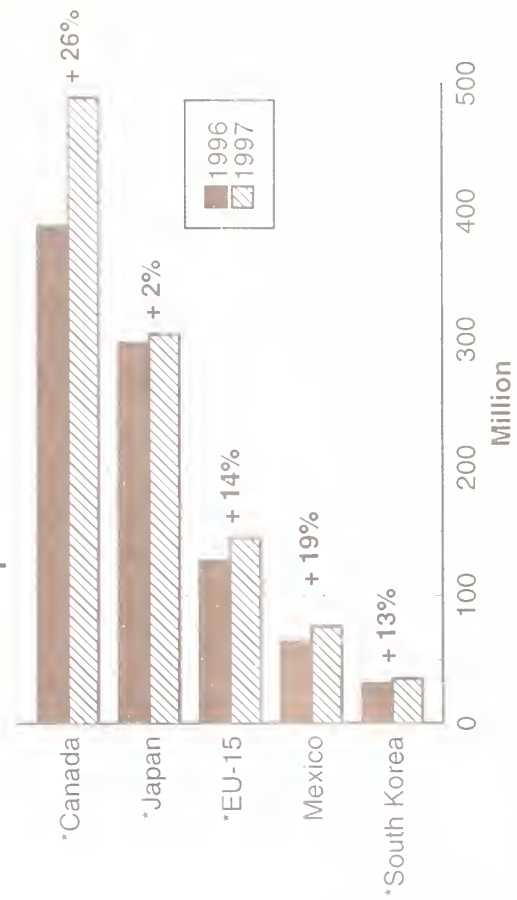
Other Value-Added Wood Products



Top Five Markets



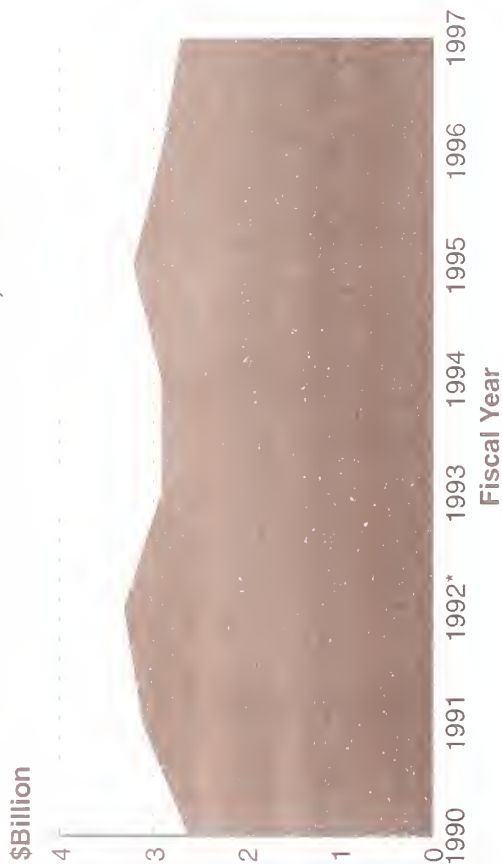
Top Five Markets



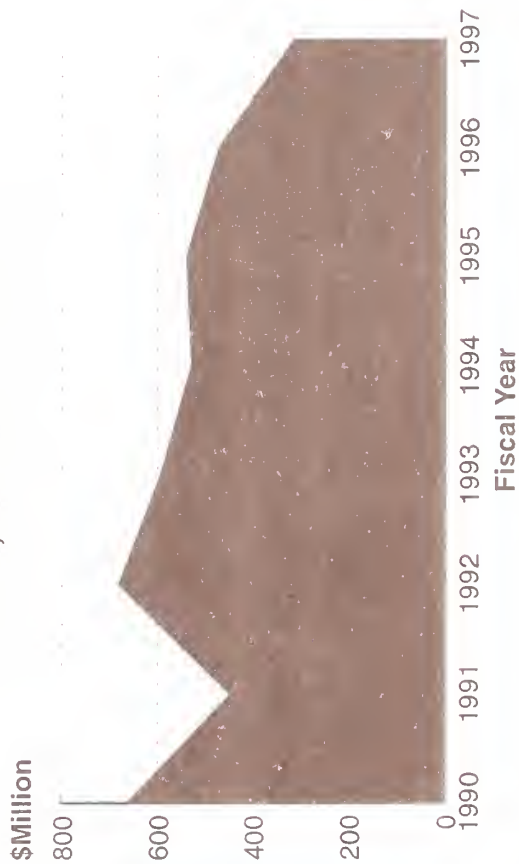
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

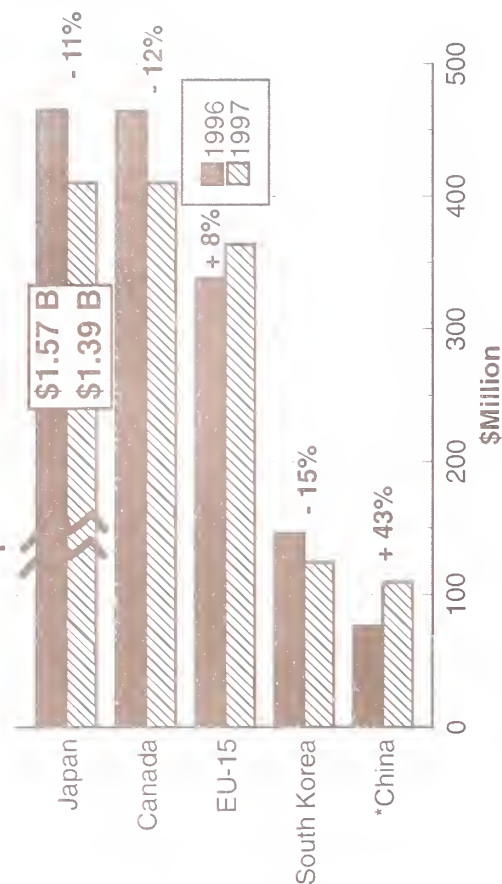
Fish & Seafood Products, Edible



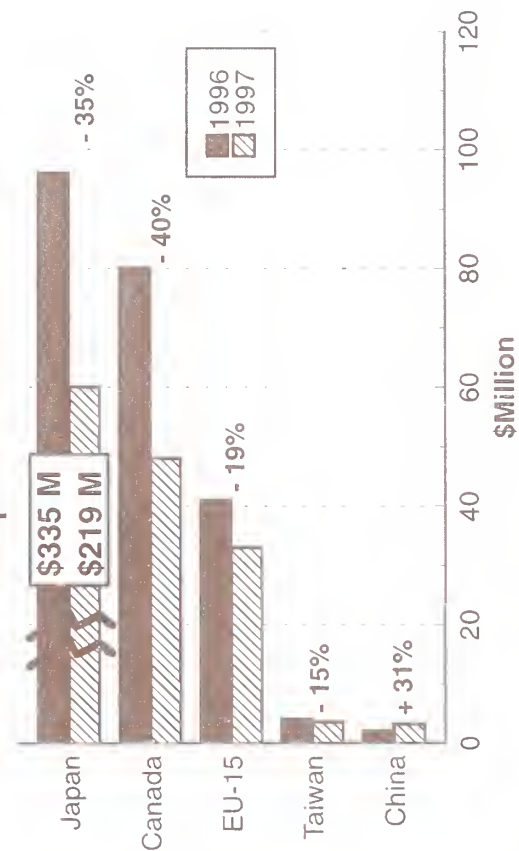
Salmon, Whole or Eviscerated



Top Five Markets

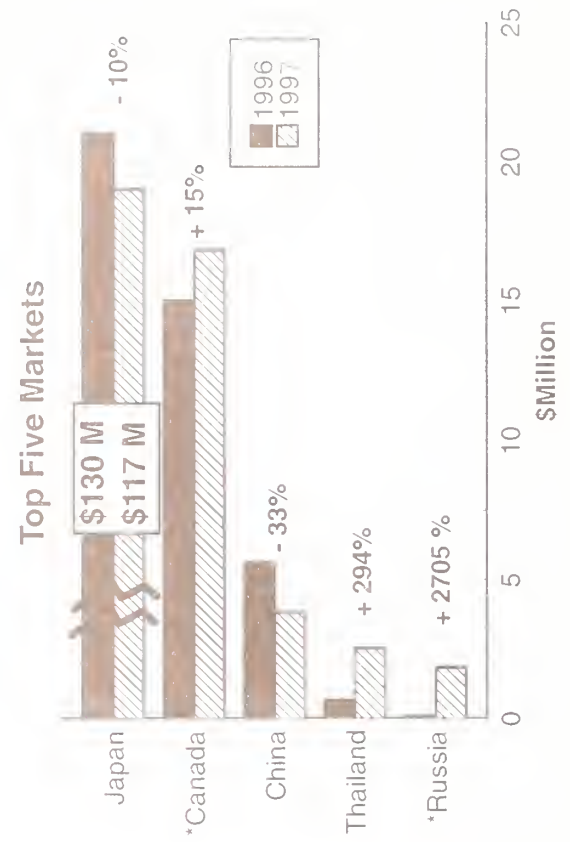
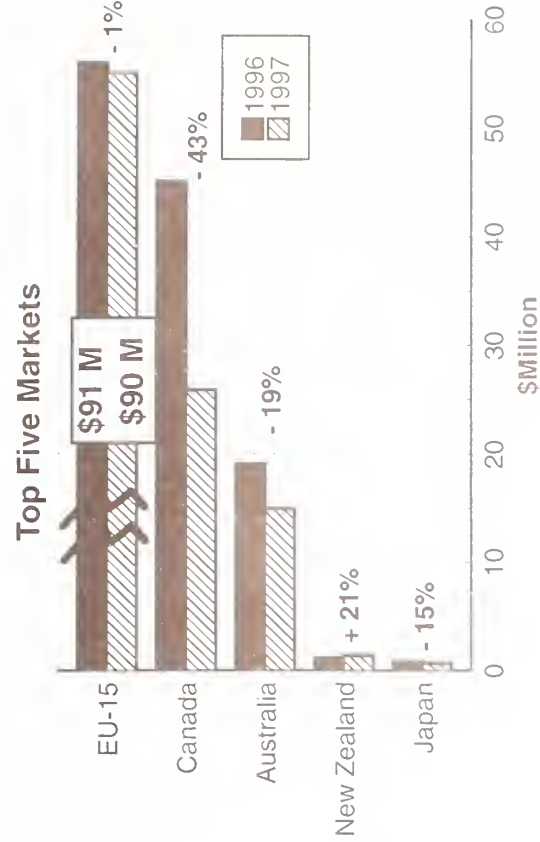
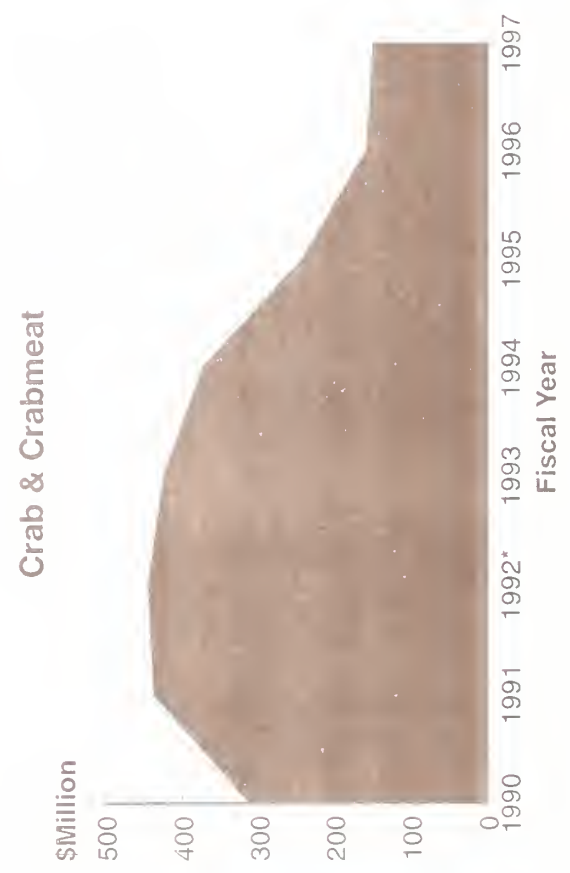


Top Five Markets



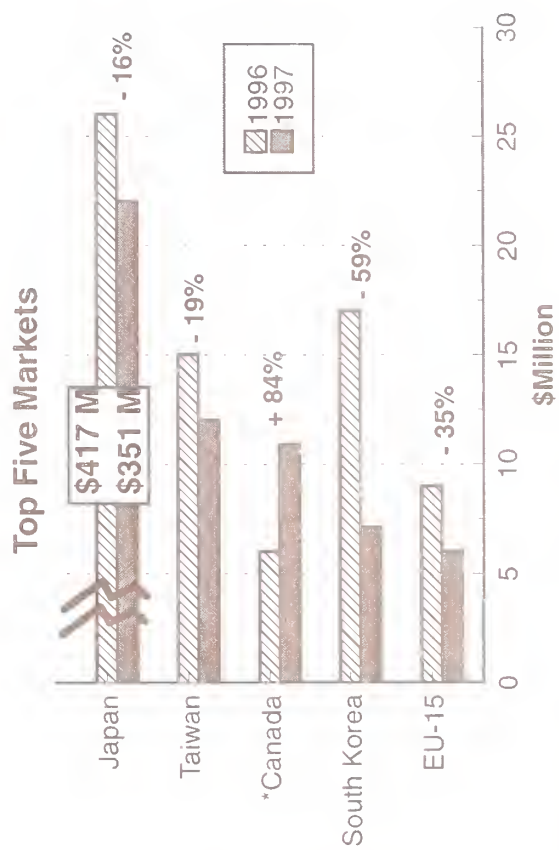
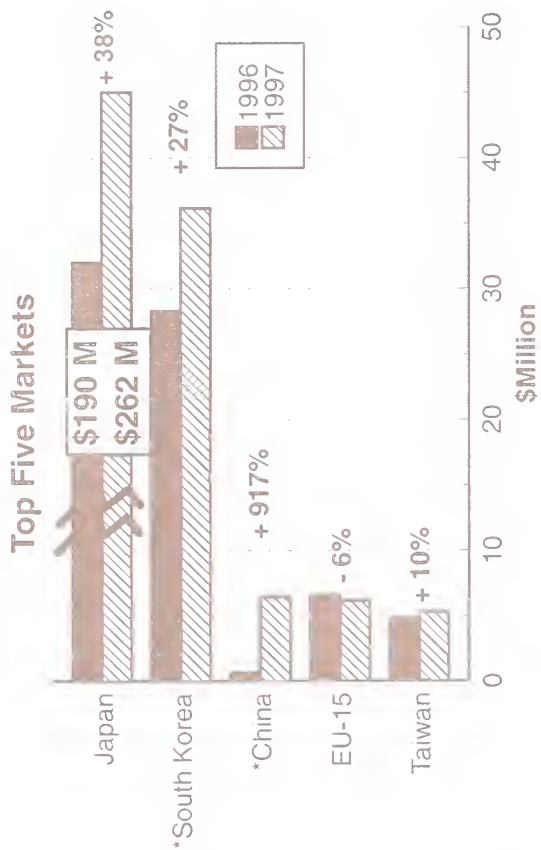
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1996 BICO Agriculture Trade Summary



Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary



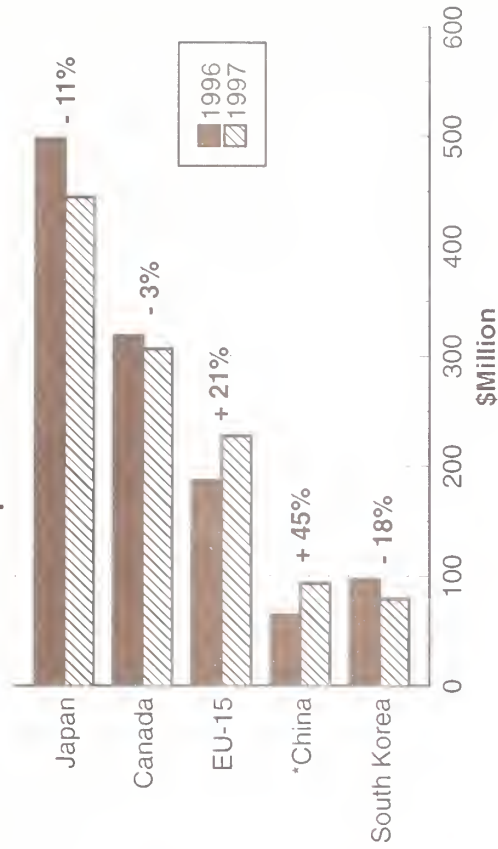
Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

FY 1997 BICO Agriculture Trade Summary

Other Edible Fish & Seafood



Top Five Markets

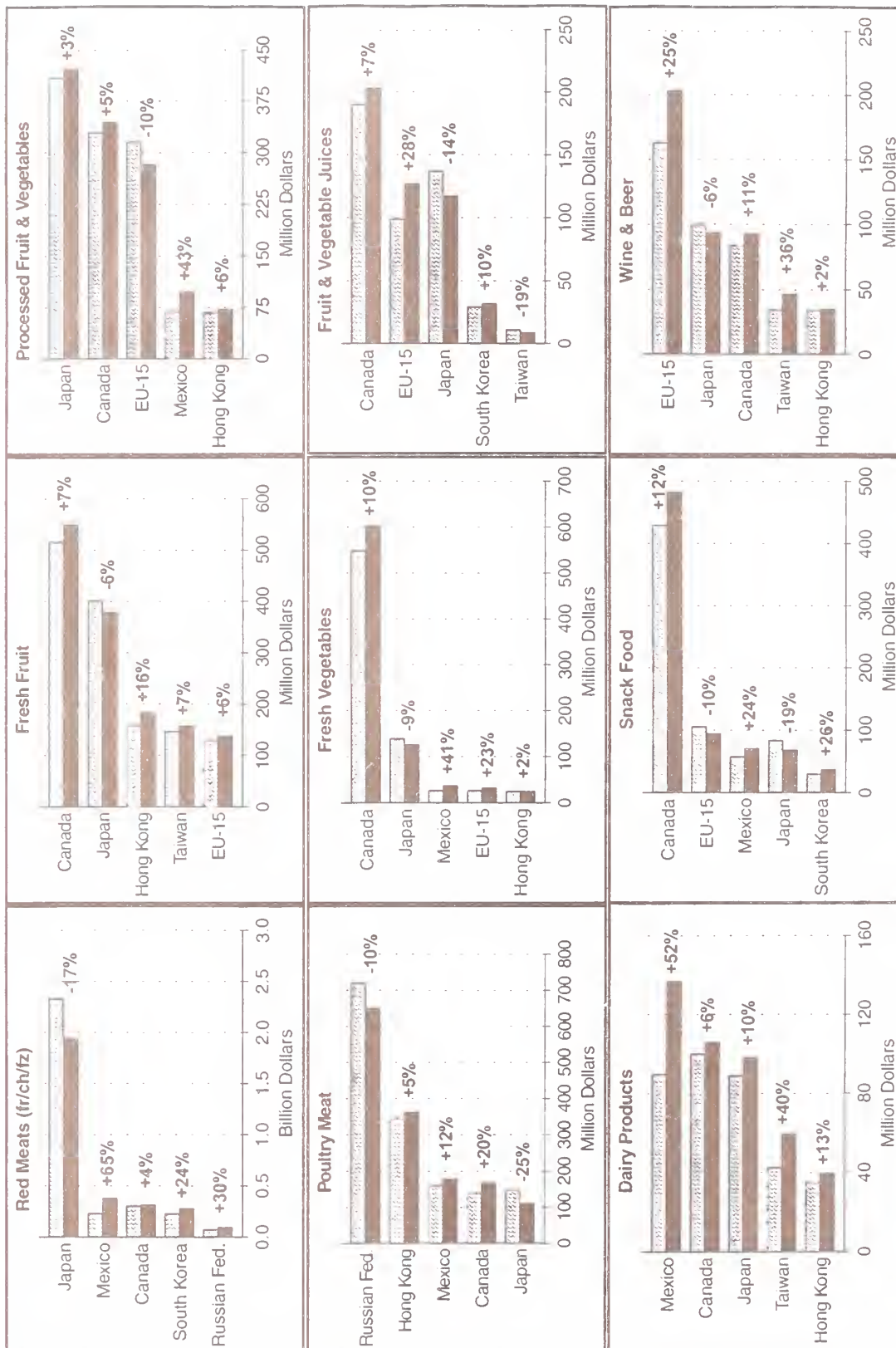


Notes: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on FY 1997 exports.

Trade Trend Top Five Markets for Selected U.S. Consumer Foods

January - October Comparisons

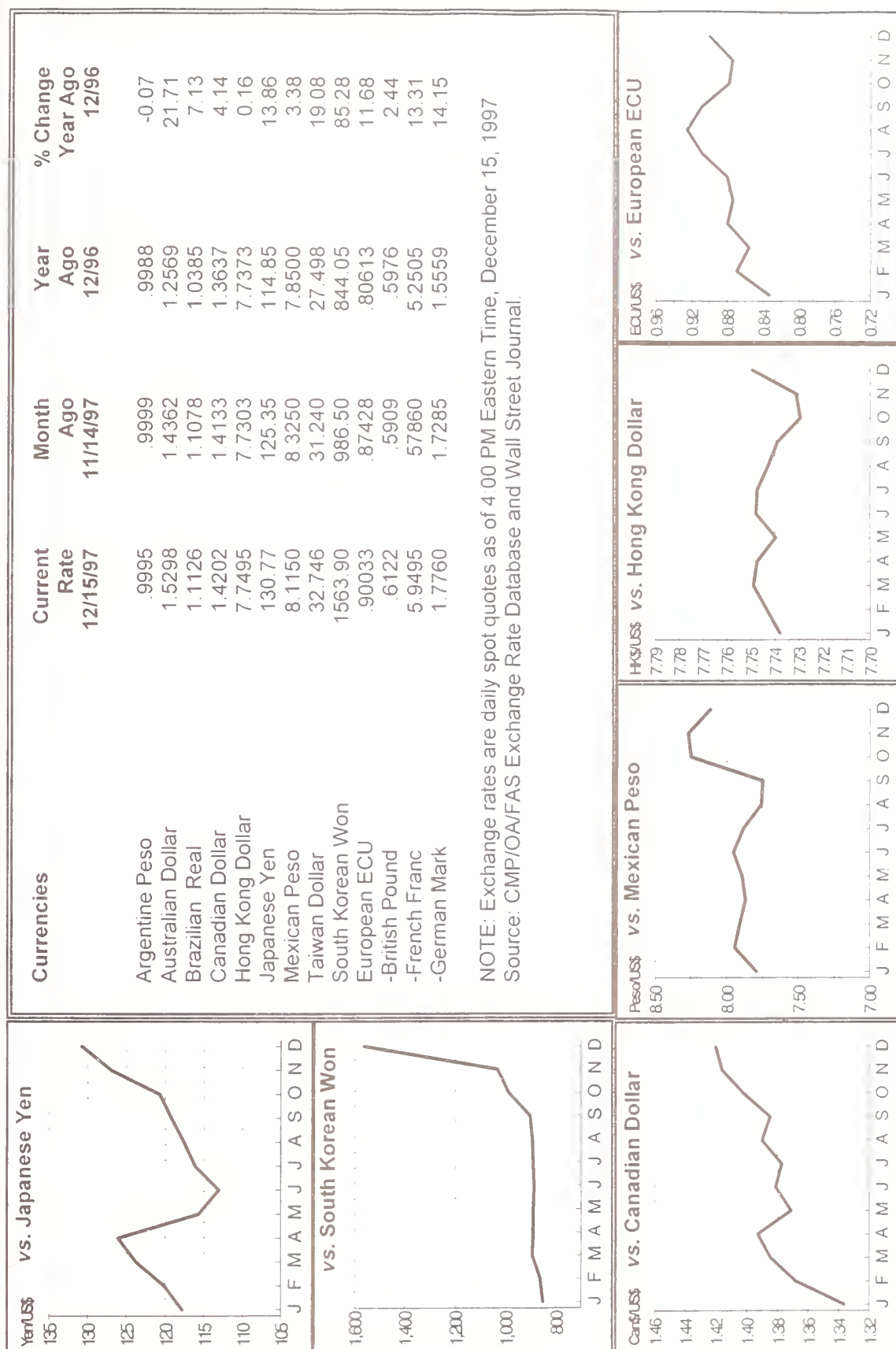
CY 96 ■ CY 97



Note: Percentages are computed as the change from 1996 to 1997.

Value Of U.S. Dollar Against Major World Currencies

Daily Spot Quotations & Monthly Averages



USDA Trade Show Calendar

European Fine Food Fair '98

January 26-28, 1998
Maastricht, Netherlands

● Number of visitors: 4,439

A culinary show to be visited by chefs, f&b managers and restaurant owners.

Laura Scandurra, Attache
American Embassy, The Hague
Lange Voorhout 102
2514 EJ The Hague, Netherlands
Tel: 011-31-70 365-7681
Fax: 011-31-70-365-7681

USDA Contact:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

IPM '98

February 6-8, 1998
Essen, Germany

● Number of visitors: 43,000

The world's third largest market for plants, attracts visitors and exhibitors from all over Europe.

Essen Trade Shows
70 West 36th Street, Suite 605
New York, New York 10018
Tel: 212-356-0406
Fax: 212-356-0404
E-mail: karenv@dtsusa.com

USDA Contact:

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

FOOD '98, Saudi Arabia

February 15-19, 1998
Jeddah International Exhibition Center
Jeddah, Kingdom of Saudi Arabia

● Number of visitors: 4,269

Food '98 attracts the attention of top buyers from all over the Kingdom of Saudi Arabia and nearby countries in the Middle East.

Mr. Neil Blue
Al Harithy Company-USA
2010 Corporate Ridge Drive
McLean, VA 22102
Tel: 703-749-1423
Fax: 703-749-7719
E-mail: ACExpos@aol.com

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

MEFEX '98

February 28-March 3, 1998
Bahrain Int'l Exhibition Center
Manama, Bahrain

● Number of visitors: 5,126

MEFEX is the Middle East's longest running show at the heart of the US \$8 billion Gulf Cooperation Council food and beverage market.

Michelle Luhr
IMEX Management
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211
Tel: 704-365-0041
Fax: 704-365-8426
E-mail: mefex@imexmgt.com

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

Food & Hotel Philippines

February 15-18, 1998
Philippine World Trade Center
Manila, Philippines

...Trade Show Calendar

● Number of visitors: 8,000

The Philippines continues to emerge as one of the brightest prospects in Asia for growth in U.S. consumer-oriented foods exports.

Ellen Wong
Commerce Tours International
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Tobitha Jones
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

Alimentaria '98*

March 2-6, 1998
Fira de Barcelona, Palacio
Avda. Reina Maria Cristina
Barcelona, Spain

● Number of visitors: 140,000

Alimentaria is the largest food exposition in Iberia, held biennially and alternating between Spain and Portugal. Includes separate American Pavilion for US food and seafood.

USDA Contact:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

SALIMA

March 3-7, 1998
Prague, Czech Republic
Exhibition Center

● Number of visitors: 75,000

One of the largest food trade shows in Central Europe.

BVV, Vystaviste 1, 64700 Brno
Prague, Czech Republic
Tel: 4205 4115 1111
Fax: 4205 4115 3070

USDA Contacts:

Allan Mustard, Counselor
Americian Embassy, Prague
Hybernska 7A
117 16 Praha 1, Czech Republic
Tel: 011-420-2-242-330-82
Fax: 011-420-22421-9965
E-mail: 101776.2605@compuserve.com

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

Foodex Japan '98

March 10-13, 1998
Nippon Convention Center (Makuhari Messe)
Tokyo, Japan

● Number of visitors: 87,716

An essential and comprehensive stop for any business entering Japan's market.

Japan Management Association
3-1-22, Shibakoen Minato-Ku
Tokyo, Japan
Tel: 011-03-3434-0093
Fax: 011-03-3434-8076

USDA Contact:

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

ANTAD 1998

March 13-16, 1998
Expo Guadalajara
Guadalajara, Jalisco, Mexico

...Trade Show Calendar

- Number of visitors: 7,629
Mexico's largest supermarket show.

Manuel Alvarez Corona, Manager
Asociacion Nacional de Tiendas de
Autoservicio y Departamentales, A.C. (ANTAD)
Homero 109, 110 floor
Col. Polanco
11560, Mexico, D.F.
Tel: 011-525 545-8803/254-1714
Fax: 011-525 203-4495

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

Great American Food Show-Korea*

March 17-19, 1998
Seoul, Korea

- Number of visitors: 3,500
A trade-only solo show, organized for U.S. participants in the 7th largest market for U.S. foods.

USDA Contacts:

Philip A. Shull, Director
Agricultural Trade Office, Seoul
82 Sejong-Ro, Chongro-Ku
Seoul, Korea 110-050
Tel: 011-822-397-4297
Fax: 011-822-738-7147
E-mail: shullp@fas.usda.gov

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Expocomer (Tentative)

March 4-9, 1998
Panama City, Panama

- Number of visitors: 43,720
Expocomer is a regional event in Panama and presents an attractive opportunity for the promotion of US food products.

USDA Contacts:

Charles Bertsch, Attache
American Embassy, Panama City
Office of Agricultural Affairs
Junet Building-3rd floor
38th St. & Avenida Balboa
Panama 5, Rep. Of Panama
Tel: 507-227-1777
Fax: 507-225-4209

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Food Ingredients Asia

April 8-10, 1998
Shanghai, China

- Number of visitors: 20,000
This is the biggest food ingredients exhibition in China.

Chris Cotton
Miller Freeman Asia Ltd.
44th floor, China Resources Building
26 Harbour Road, Hong Kong
Tel: (852) 2827-6211
Fax: (852) 2827-7831
E-mail: 100426.2661@compuserve.com

...Trade Show Calendar

USDA Contacts:

Scott Reynolds, Director
Agricultural Trade Office, Shanghai
American Int'l PSC Center at Shanghai Center
Level 3, #331
1376 Nanjing Road West
Shanghai 200040, China
Tel: 011-86-21 6279-8622
Fax: 011-86-21 6279-8336
E-mail: atos@public.sta.net.cn

Teresina Leslie

Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Food & Hotel Asia '98

April 14-17, 1998
World Trade Centre
Singapore, Singapore

● Number of visitors: 36,000

Food & Hotel Asia is the largest show held in Southeast Asia. It attracts buyers from Malaysia, Indonesia, Thailand, and the Philippines.

Ellen Wong

Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

European Seafood Exposition '98 (Tentative)

April 28-30, 1998
Heysel (Brussels) Fair Grounds
Brussels, Belgium

● Number of visitors: 11,000

Provides an excellent opportunity for US seafood exports.

ESE

5 Milk Street, PO 7437
Portland, Maine 04112-7437
Tel: 207-842-5504
Fax: 207-842-5505
E-mail: lisa@divcom.com

USDA Contact:

Maria Nemech-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

U.S. Food Export Showcase

May 3-5, 1998
McCormick Place
Chicago, IL

● Number of visitors: 35,400

Over the past three years the U.S. Food Export Showcase has doubled in size to serve over 450 companies.

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031

Tel: 703-876-0900
Fax: 703-876-0904
E-mail: lfeeley@conventionmanagement.com

USDA Contacts:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Maria Nemeth-Ek

Tel: 202-720-3623
Fax: 202-690-4373
E-mail: nemeth@fas.usda.gov

...Trade Show Calendar

CIBUS '98

May 7 -11, 1998
Parma, Italy

- Number of visitors: 120,000
CIBUS is Italy's single largest food show.

E.A. Fiere di Parma
Via Rizzi 67/a
43031 Baganzola Parma, Italy
Tel: 011-0521-9961
Fax: 011-0521-996270

USDA Contacts:

Robert Curtis, Director
American Consulate General, Milan
Via Principe Amedeo 2/10
20121 Milano, Italy
Tel: 011-39-2 290-351
Fax: 011-39-2 659-9641
E-mail: fas.milan@agora.stm.it

Gary Fountain
Tel: 202-720-7417
Fax: 202-720-4374
E-mail: fountain@fas.usda.gov

Int'l Food Ingredients & Additives

May 20-22, 1998
Tokyo, Japan
Tokyo Int'l Exhibition Center, Ariake

- Number of visitors: 20,000
IFIA Japan is the premiere ingredients and food additives event in Japan.

E.J. Krause & Associates, Inc.
7315 Wisconsin Ave., Suite 450
North Bethesda, MD 20814 USA
Tel: 301-493-5500
Fax: 301-493-5705
E-mail: poblete@ejkrause.com

USDA Contacts:

David Miller, Director
Agricultural Trade Office, Tokyo
Tokyu Tameike Bldg.
8th floor
1-1-14 Akasaka
Minato-Ku, Tokyo 107, Japan
Tel: 011 81-3 3224-5000
Fax: 011 81-3 3589-0793

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Taipei International Food Show*

June 11-14, 1998
Taipei, Taiwan

- Number of visitors: 62,000
A well-established show in the third largest export market for U.S. consumer foods.

USDA Contacts:

Daniel Martinez, Director
Agricultural Trade Office, Taipei
54 Nan Hai Road
Taipei, Taiwan
Tel: 011-886-2 337-6525
Fax: 011-886-2 305-7073
E-mail: ato@mail.ait.org.tw

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Alimentos '98

July 22-26, 1998
Bogota, Colombia

- Number of visitors:
This show is the international exhibition for the food and beverage industry and a strong push to the food sector in Colombia.

...Trade Show Calendar

USDA Contact:

David Rosenbloom, Attache
American Embassy, Bogota
Calle 22D-BIS, No. 47-51
Apartado Aereo 3831, Colombia
Tel: 011-57-1 315-0811
Fax: 011-57-1 315-2181
E-mail: rosenbloom@fas.usda.gov

Food Ingredients South America

August 11-13, 1998
Expo Center Norte
Sao Paulo, Brazil

● Number of visitors: 5,320

This is the only specialized food ingredient show in South America.

Ms. Claudia Godoy
Miller Freeman Do Brasil Ltda
Rua Visconde De Ouro Preto
118 Sao Paulo, Brazil SP 01303-060
Tel: 55-11 259-6043
Fax: 55-11 256-1245

USDA Contacts:

Robert Hoff, Director
American Consulate General, Sao Paulo
Rua Padre Joao Manoel, 933
Sao Paulo, SP - Brazil 01411-001
Tel: 011-55-11-881-6511
Fax: 011-55-11-883-7535

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Food & Hotel Africa '98*

August 23-26, 1998
Gallagher Estate, Johannesburg
Midrand, South Africa

● Number of visitors: 7,000

An essential gateway to the Southern African Market.

USDA Contact:

Tobitha Jones
USDA Foreign Agricultural Service
Room 4646-South Building
14th Street & Independence Ave., S.W.
Washington, DC 20250-1052
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

Food & Hotel China

September 21-24, 1998
China Int'l Exhibition Centre,
Shanghai, China

● Number of visitors: 13,426

An international show attracting exhibitors from 30 countries and thousands of high quality buyers from many provinces of China.

Ellen Wong
Commerce Tours Int'l
870 Market Street, Suite 920
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

SIAL '98

October 18-22, 1998
Paris, France

● Number of visitors: 150,000

The largest show in the world for the promotion of food and beverage products.

Francois Gros
IMEX Management, Inc.
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211 USA
Tel: 704-365-0041
Fax: 704-365-8426
E-mail: sial@imexmgt.com

...Trade Show Calendar

USDA Contacts:

Claude Nadai
American Embassy, Paris
2, Avenue Gabriel
75382 Paris Cedex 08, France
Tel: 011-33-1 43 12 22 45
Fax: 011-33-1 43 12 26 62
E-mail: FasParis@Compuserve.com

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

World Food '98

September 22-26, 1998
Moscow, Russia

● Number of visitors: 49,356
World Food attracts buyers from cities and regions throughout Russia to see more than 850 exhibitors from 50 countries.

Jeff Malley
Comtek International
43 Danbury Road
Wilton, CT 06897
Tel: 203-834-1122
Fax: 203-762-0773
E-mail: comtekexp@aol.com

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-720-4374
E-mail: fountain@fas.usda.gov

FOODAPEST

November 24-28, 1998
Fairgrounds
Budapest, Hungary

● Number of visitors: 20,010
One of the largest food fairs in Central Europe.

Martin Szebeni

Foodapest-Hungexpo, Albertirsai ut 10.PF44
1441 Budapest X, Hungary
Tel: 36-1 263-6000
Fax: 36-1 263-6098
E-mail: hexpo@hungry.net

USDA Contact:

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

Americas Food & Beverage Show & Conference

December 2-4, 1998
World Trade Center
Miami, Florida

● Number of visitors: 15,000
A new show designed to bring together producers and buyers of food products from the Americas.

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

European Fine Food Fair '99

January 25-27, 1999
Maastricht, Netherlands

● Number of visitors: 4,439
A culinary show to be visited by chefs, food, beverage managers and restaurant owners.

USDA Contacts:

Laura Scandurra, Attache
American Embassy, The Hague
Lange Voorhout 102
2514 EJ The Hague
Tel: 011-31-70 365-7681
Fax: 011-31-70-365-7681

...Trade Show Calendar

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Gulf Food '99*

January 31-February 3, 1999
World Trade Center
Dubai, United Arab Emirates

- Number of visitors: 9,000
Largest and best organized food show to date in the Gulf region.

USDA Contacts:

Ed Porter, Director
Agricultural Trade Office, Dubai
P.O. Box 9343
Dubai, UAE
Tel: 011-971-4-314-063
Fax: 011-971-4-314-998
E-mail: atodubai@emirates.net.uae

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

Canadian Food & Beverage Show (Tentative)

February 14-16, 1999
Toronto, Ontario

- Number of visitors: 10,500
A trade only food service show exhibiting only food and beverage products.

Canadian Restaurant and Food Services
Association
Ms. Paula Lunney
Tel: 416-923-8416
Fax: 416-923-6164
E-mail: PMLunney@netcom.ca

USDA Contact:

Lyle Sebranek, Minister Counselor
American Embassy, Ottawa
100 Wellington Street, KIP 5T1
Tel: 613-238-5355
Fax: 613-233-8511
E-mail: usagr@istar.ca

Food & Hotel Indonesia '99

February 24-27, 1999
Jakarta Int'l Exhibition Center
Jakarta, Indonesia

- Number of visitors: 15,086
Supporting a population of 200 million, Indonesia, the world's fourth largest nation, accounts for almost 60% of Asia's total market base.

Ellen Wong
Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

SALIMA

Spring 1999
Prague, Czech Republic

- Number of visitors: 75,000
One of the largest food trade shows in Central Europe.

BVV, Vystaviste 1, 64700 Brno
Prague, Czech Republic
Tel: 011 4205 4115 1111
Fax: 011 4205 4115 3070

...Trade Show Calendar

USDA Contact:

Allan Mustard, Counselor
American Embassy, Prague
Hybernska 7A
117 16 Praha 1, Czech Republic
Tel: 011-422-242-330-82
Fax: 011-422-2421-9965
E-mail: 101776.2605@compuserve.com

Alpe Adria Kulinarika

April 1999
Ljubljana, Slovenia

● Number of visitors: 32,000

Slovenia with its port of Koper is an important trading crossroad for US food products in the southern hemisphere.

Ljubljanski sejem, Ljubljana fair
Dunajksa 10, p.p. 58, 62226 Ljubljana, Slovenia
Tel: 386-61 1735331
Fax: 386-61 1735232

USDA Contact:

Allen Mustard, Counselor
American Embassy, Vienna
Boltzmanngasse 16
A-1091 Vienna, Austria
Tel: 011-43-1 31-339-2249
Fax : 011-43-1 310-8208
E-mail: 101612.74@compuserve.com

Great American Food Show-Korea*

March 1999
Seoul, Korea

● Number of visitors: 3,500

A trade-only solo show, organized for U.S. food companies in the 7th largest market for U.S. foods.

USDA Contacts:

Philip A. Shull, Director
Agricultural Trade Office, Seoul
82 Sejong-Ro, Chongro-Ku
Seoul, Korea 110-050
Tel: 011-822-397-4297
Fax: 011-822-738-7147
E-mail: shullp@fas.usda.gov

Teresina M. Leslie

Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

HOFEX '99

May 4-7, 1999
Hong Kong Convention Center
Hong Kong, Hong Kong

● Number of visitors: 19,048

Provides an excellent opportunity for companies to meet buyers from the entire Asian region.

Hong Kong Exhibition Services
901-902, 9/F, Shiu Lam Building
23 Luard Road
Wanchai, Hong Kong
Tel: 011-2804-1500
Fax: 011-2528-3103

Zoomark '99

May 6-9, 1999
Milan, Italy

● Number of visitors: 23,000

Zoomark is the leading pet products show in Southern Europe.

Publi Euro Press srl
Via Monte Rosa 13 20149 Milan
Tel: 02-48014713
Fax: 02-48014745

...Trade Show Calendar

USDA Contact:

Robert Curtis, Director
Agricultural Trade Office
American Consulate General, Milan
Via Principe Amedeo 2/10
20121 Milano, Italy
Tel: 011 39 2 290351
Fax: 011 39 2 6599641
E-mail: fas.milano@agora.stm.it

U.S. Food Export Showcase

May 2-4, 1999
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031
Tel: 703-876-0900
Fax: 703-876-0904
E-mail: Lfeeley@conventionmanagement.com

USDA Contact:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

SIAL Mercosur

August 1999
Buenos Aires, Argentina
Municipal Exhibition Center

● Number of visitors: 17,000

Julie Halas
IMEX Management, Incc.
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211 USA
Tel: 704-365-0041
Fax: 704-365-8426

Food Ingredients South America

August 10-12, 1999
Expo Center Norte
Sao Paulo, Brazil

● Number of visitors: 5,320

This is the only specialized food ingredient show in South America.

Ms. Claudia Godoy
Miller Freeman Do Brasil Ltda
Rua Visconde De Ouro Preto
118 Sao Paulo, SP 01303-060
Tel: 55-11 259-6043
Fax: 55-11 256-1245

Tallinn Food Show '99

November 1999
Pirita Fairs Center
Tallinn, Estonia

● Number of visitors: 18,000

Tallinn is also a "gateway" for trade with Russia (particularly St. Petersburg and Moscow) and the Ukraine.

USDA Contacts:

Jolanta Andersonne
American Embassy
Raina Blvd. 7, LV-1510
Riga, Latvia
Tel: 011-371-7-210-006
Fax: 011-371-7-227-390
E-mail: agriga@usda1.sprint.com

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

ANUGA '99*

October 9-14, 1999
Messegalande
Cologne, Germany

● Number of visitors: 350,000

The largest show in the world for the promotion of food and beverage products.

...Trade Show Calendar

USDA Contact:

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

U.S. Food Export Showcase

May 7-9, 2000
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031
Tel: 703-876-0900
Fax: 703-876-0904
E-mail: Lfeeley@conventionmanagement.com

USDA Contact:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

***USDA Sponsored Shows:**

USDA is involved in all aspects of show management and provides related services, including:

Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

USDA Endorsed Shows:

USDA recommends these as best avenues to enter prospective market for consumer-oriented foods, and provides limited services related to these shows, including:

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**February 23 and 24, 1998
Washington, D.C.**

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